

COOPERATIVE EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE
KANSAS STATE UNIVERSITY
MANHATTAN, KANSAS 66506-3400

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Community Service Program proves impressive

Many positive community development projects have resulted from Kansas State University's Community Service Program. Such projects as beginning a volunteer community newspaper, park and downtown redesign, brochure development, preparation of a recycling feasibility study are only a few of the projects that have resulted from this nine-year-old program. Many PRIDE communities have participated.

Through this summer program, interdisciplinary teams of KSU students spend eight weeks living and working in Kansas communities on a project designed by community residents. The students who participate complete a preparation course during the spring semester prior to their summer of service and receive guidance from a faculty mentor. Together they provide expertise specifically geared toward the issue the host community wishes to address.

Communities wishing to host a team during the summer of 1997 will be selected during the fall of 1996. If interested in learning more about the Community Service Program contact either Carol Peak, Brian Buford or Debra Carlson Ohlde at (913) 532-5701 or write to them at 8D Edwards Hall, Kansas State University, Manhattan, Kansas 66506.



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This newsletter is published to provide communication among communities participating in the Kansas PRIDE Community Improvement Program. Your input is welcome.

PRIDE is jointly administered by the KSU Cooperative Extension Service and the Kansas Department of Commerce & Housing.

Stan McAdoo

Robert S. McAdoo
Extension PRIDE Program Coordinator

Kansas State University, County Extension Councils and United States Department of Agriculture cooperating. All programs and materials available without discrimination on the basis of race, color, national origin, sex age or disability.



PRIDE

Kansans Building Better Communities

"Turn it around with Tourism"

Did you know that the travel and tourism industry is the third largest employer in the United States generating over \$327 billion a year? In Kansas the tourism industry employs over 37,800 persons, making it one of the state's largest employers.

Tourism is attractive and desirable for six reasons: (1) It employs large numbers of people, (2) It is clean and does not pollute the environment, (3) It provides economic support for the community, (4) It is less effected by a recession, (5) It enhances the local quality of life, and last but not least, (6) It is fun.

Income from tourism has great advantages. As with other industries, tourism generates jobs, profits, and a tax base. Tourism is referred to as a "clean industry" -- one that does not require

bond issues, sewer lines, or additional school rooms. Visitors arrive, remain in the area for a time, distribute new dollars, and leave.

Since tourism became the PRIDE Program's special emphasis, workshops have been held in Atwood, Kanorado, Gaylord, Oberlin, and Valley Center. Some of the areas covered in the tourism workshop include: the impact of tourism, a video entitled, *There's No Place Like Home: The Discovery of Rural Tourism and How It Helps Preserve Small Towns in Kansas*, exploring your community's tourism potential, and the major essentials needed in developing a tourism program.

Should your PRIDE Program desire to host a tourism workshop in your community call either Stan McAdoo (913) 532-5840, or Bev Wilhelm (913) 296-3485.



Gaylord Areawide PRIDE Tourism Workshop

Pictured in this April 23 tourism workshop includes PRIDE representatives from the communities of Gaylord, Portis, and Alton.

Next newsletter to highlight PRIDE Day

The September/October issue of the PRIDE Newsletter will highlight PRIDE Day, 1996. The date and location for PRIDE Day is November 9, 1996 at the

Holiday Inn in Great Bend. The theme will be "Vision Into Action." Mark your calendar now!

Basehor: A Community with PRIDE

PRIDE is strong in Basehor, a community of 1,841 located in Leavenworth County in Northeast Kansas. The recipient of the 1995 first place PRIDE community achievement award in its population category, Basehor decided to expand its traditional PRIDE Program by adding two additional PRIDE organizations. Known as the Green and Gold Programs, Basehor is organizing a youth PRIDE Program (green) and a seniors PRIDE Program (gold). To the PRIDE newsletter editor's knowledge, this is the first time that an all seniors PRIDE Program has been initiated.



Important PRIDE Dates

July 25 . . . State PRIDE Board of Directors Meeting, Sahna
September 1 . . . PRIDE project book is due
September 23-27 . . . PRIDE Judging Week
November 8 . . . State PRIDE Board of Directors Meeting, Great Bend
November 9 . . . State PRIDE Recognition Day, Great Bend

Evaluations to be returned earlier

It has been suggested by several communities that it might be beneficial if judging critiques could be distributed immediately following the PRIDE awards ceremony at PRIDE Day. This suggestion is being taken and beginning 11th year all judging critiques will either be distributed following the awards banquet on PRIDE Day or will be mailed to communities the following Monday.

Traditionally, PRIDE staff have set up community meetings and returned the

judge's comments during the weeks following PRIDE Day. Often times, however, because of the holiday season, these meetings have been less than effective because people's schedules do not allow them to meet as a committee.

To accommodate those PRIDE communities that would like a meeting to help interrupt the judge's comments or answer questions about the judging process, the PRIDE staff will be available to come to communities upon request.

Evaluation to begin soon

The Blue Ribbon component of the PRIDE Program will soon undergo an evaluation to determine how it might better meet the needs of PRIDE communities. Since the PRIDE Program began 26 years ago, little has been changed within this part of the program. Community participation has been down in recent years. A determination will be made, through a process of community input, if the Blue Ribbon component should be overhauled or if an entirely new community development approach might be justified. More information will be provided over the next several weeks.

Communities prepare to be judged

If your community would like help in organizing and documenting PRIDE projects for the annual judging process and/or how to best present your achievements to the judges, assistance is available. Local workshops can be scheduled by calling Bev Wilhelm (913) 296-3485, or Stan McAdoo (913) 532-5840. Remember, completed project books are due September 1 and judging will occur during the week of September 23-27.

PRIDE Tourism Quiz

Can you answer the questions tourists ask most often about your community and surrounding area? The answers follow:

- (1) Are there any museums or historical sites here?
- (2) What kind of lodging accommodations are available?
- (3) Can you recommend a good place to eat?
- (4) Are any local activities or special events happening in the next two days?
- (5) Where can I get service for my car?
- (6) Where will I find tourist information?
- (7) What are the local recreational activities and parks?
- (8) Are there any local tours available?
- (9) Where are the local retail stores located?
- (10) What is it like to live in this community?

Blue Ribbon application approved

Belleville was evaluated and received approval in the Blue Ribbon category of education during the State PRIDE Board meeting held in Junction City on April 19, 1996.

Accomplishment months:

The summer months are the "ACCOMPLISHMENT" months in the PRIDE Program. Now is a good time to encourage and stimulate project action; receive project reports; complete short term projects; complete and submit Blue Ribbon applications; and continue to work on the PRIDE project book.

What makes a strong community?

The question is often asked, "What makes a strong community?" According to John Kretzmann and John McKnight in their book entitled, *Building Communities From The Inside Out*, the answer is - persons! They explain, "Every single person has capacities, abilities and gifts. Living a good life depends on whether those capacities can be used, abilities expressed and gifts given. If they are, the person will be valued, feel powerful and well-connected to the people around them. And the community around the person will be more powerful because of the contribution the person is making.

"Each time a person uses his or her capacity, the community is stronger and the person more powerful. That is why strong communities are basically places where the capacities of local residents are identified, valued and used. Weak communities are places that fail, for whatever reason, to mobilize the skills, capacities and talents of their residents or members." Now you know the secret of developing a strong community.

Why enter the PRIDE awards competition?

It is that time of the year when some of you may be wondering, worrying and wavering about whether or not to do a PRIDE project book and compete in the awards competition. Some of the reasons, or excuses, we hear are: "Is it worth it?" "I don't have enough time," "I can't get anyone to put the book together," or "We haven't really done anything this year."

But hold on a minute: Yes, it is worth it! No, you don't have a lot of time, but you have enough! Yes, there are people in your community that can help with the project record book. And yes, the community has done a lot this year -- a lot more than you realize. Entering the PRIDE Program is "worth it" because it is important that your community be recognized and rewarded for being alive, for doing things to better itself, for struggling but moving forward, and for being proud of itself and its accomplishments.

When your community receives the completion certificate signed by Governor Graves, it will indicate, that indeed, your

PRIDE Program survey to lead to greater effectiveness

The Kansas Department of Commerce & Housing recently developed and sent a PRIDE Program survey to all PRIDE chairpersons. The purpose of the survey is to learn what people think about their community's involvement with the PRIDE Program and what can be done at the state level to improve its effectiveness. The survey results will provide the two PRIDE administering agencies -- the Kansas Department of Commerce & Housing and Kansas State University Cooperative Extension Service with information that will promote greater program accountability and direct resources more effectively.

If your community has not completed and returned the survey, please do so as soon as possible.

PRIDE volunteers have made the effort to better your community and the state of Kansas.

The project record book is an excellent way to recognize the people who work on the various projects. First and foremost, they are recognized on the local level, but there also is statewide recognition when the books go on display at the PRIDE Day Conference. And, of course, the book is a history of your community's participation.

Participating in the PRIDE Program, sharing your activities and project with others, being recognized for the positive accomplishments -- that is the way to build pride and enthusiasm within your community.

Now stop wondering, worrying, and wavering about entering the awards competition. It IS worth it, and you will be proud that you did. And who knows, with a bit of luck, you might win something!

Source: Adapted from an article in the Spring 1996 issue of the Missouri Community Betterment Program Newsletter.

PRIDE tips

If you are recruiting volunteers for your PRIDE Program either through the newspaper or radio, don't include the word "volunteer" in the article or message. Reason: Stereotypes about volunteering will block your message. Try using phrases such as "get involved" or "becoming part of..." or, use the title of the volunteer position. Examples: "Be a tutor" or "Drive people happy."

Source: *The Volunteer Recruitment Book*, Susan Ellis.

If you are recruiting new leaders to your PRIDE committee, substitute a different word for leadership. This word is overused and not well defined. Try the phrase "community builder." This phrase is easier to interpret and often times better received.

