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 Bufo or Debra Carlson Oblite at (913) 533-5701 or write to them at 8th Edwards Hall, Kansas State University, Manhattan, Kansas 66506.

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.

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.

"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 $357 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 several 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 affected 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, Kassada, Geylord, Oberlin, and Valley Center. Some of the areas covered in the tourism workshops 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) 533-5840, or Bev Wilhelm (913) 296-3485.

Geylord Areawide PRIDE Tourism Workshop

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

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!

Important PRIDE Dates

July 25...State PRIDE Board of Directors Meeting, Salina
September 1...PRIDE project book to due
September 25-27...PRIDE Judicial Week
November 8...State PRIDE Board of Election Meeting, Great Bend
November 9...State PRIDE Recognition Day, Great Bend

May — June 1996
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 11this 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 meeting 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 to receive the judge's comments and answer questions about the judging process, the PRIDE staff will be available to come to communities upon request.

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 books.

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.

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 enter 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 community is recognizing and rewarding 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!

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 and 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 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. Reasons: 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: These positions are available:

1. "Be a futurist" or "Drive people happy." 

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 brings a response.