



## First Impressions – An Approach to Boost Community Vitality



Do you ever wonder what a visitor thinks about your community? Does it appear attractive or inviting? Will they want to come back and spend more time?

First Impressions is a program that can help answer these questions. With First Impressions communities of like size and characteristics are matched together and exchange visits are made to each other's community. Through an outsiders view, you may discover strengths you had taken for granted or characteristics you had become complacent about.

Results from the visits are shared through a town hall type meeting. Photos are used to reinforce comments made by the visiting team. Following the meeting, communities are asked to identify or prioritize opportunities and select work projects.



To date, 16 communities in NW Kansas have participated in the program. Eight more are in the process of forming teams and preparing to conduct exchange visits.

The immediate impacts of First Impressions are the call to action and engagement of community volunteers, the development of improved communication between residents and community organizations, and the

increased awareness of the community's attributes. As communities implement projects, impacts will become more significant as citizen engagement is increased, communities become more inviting, and youth are involved in the development and implementation of projects.

The program is now ready to be implemented statewide. For more information or to participate please contact K-State Research and Extension. The NW Kansas contact is Nadine Sigle, NW KS K-State Research and Extension Community Vitality - [nsigle@ksu.edu](mailto:nsigle@ksu.edu) (785-346-6256) and for the remainder of the state the contact is Nancy Daniels, K-State Research and Extension Community Vitality [nkdaniels@ksu.edu](mailto:nkdaniels@ksu.edu) (785-410-6352) – **Nadine Sigle, NW KS K-State Research and Extension Community Vitality**

## Creating an Entrepreneurial Community



At a recent Rural Partners Conference sponsored by the Kansas Department of Commerce, we heard from the best academic thinking on entrepreneurship: Dr. Chad Jackson from K-State's Entrepreneur Center, Dr. Mark Bannister from Fort Hays State and Jim Correll from the Independence Community College Fab Lab.

Jim Correll presented a Top 10 list for creating an entrepreneurial community from his decade of work in Southeast Kansas. Over the next two months, I'll tell you about that list of 10. Every community is different; use your community knowledge to figure out what is right for you. In broad strokes, his list includes:

- 1) Helping children, youth and adults think entrepreneurially.
- 2) Helping businesses start, develop and transition successfully.

This month let's talk about how to help children, youth and adults think entrepreneurially.

**1) Help youth to see a place for them in your community or one like it.**

Quit telling youth the only opportunities are "somewhere besides here." Help them notice all that is great about living in your community and to find ways to foster creative thinking. Everyone, not just you, wants to make a difference in your community and the upcoming 48 hours of 4-H and Week of PRIDE is a great opportunity for youth to help plan, execute and evaluate a project that makes a difference. Expose them to business men and women in their community and let youth to see what those entrepreneurs do.

**2) Initiate Entrepreneurial Mindset training for everyone in the community**

**a. "Ice House" for adult community members and college students**

See: Kauffman Sketchbook - "Entrepreneurial Mindset," <http://youtu.be/8NBnoVrLFPU>, (3:48) and Ice House introduction video <http://youtu.be/-IUcrHLuKhs> (3:27) Introduce Ice House and a little about how it works, plus entrepreneur sound/video bites.

**b. "Youth Entrepreneurs" for high school students.**

Kaitlyn Truesdell Testimonial about YE <https://youtu.be/ITs2ZVQ9h0> (3:21)  
Youth Entrepreneurs is a non-profit organization with a high school one-year curriculum that teaches life skills for everyone, not just those wanting to own their own businesses. Kaitlyn ended up working for Westar. <https://youthentrepreneurs.org/>

**c. "Goldfish Tank" challenge or E-Camps for elementary and middle school students.**

Check out these research-based curricula to build your experience: EntrepreneurShip Investigation: <http://esi.unl.edu> (also available for High School classes)

If I can help with resources from K-State Research and Extension, Kansas State University or non-profit partners please do not hesitate to call. - **Nancy Daniels, (785.410.6352) Extension Specialist, Liaison to the Center for Engagement and Community Development** [nkdaniels@ksu.edu](mailto:nkdaniels@ksu.edu)

## Events Calendar

**May 22-28 - Week of PRIDE!!**

**July 15 – Quarterly Reports are Due**

**August 15 – Growth and Action Applications Due**

**August 15 – Partners in PRIDE Applications Due**

**October 8-9 - MARK YOUR CALENDARS – 484H**

**October 15 – Community of Excellence Applications Due**