

RE-vitalizing through RISE 2020



- A 15-year framework to help rural Indiana
- Rural Communities – great places to live, learn, work and play
- What is Rural?
 - Stats don't tell the story
 - Landscape
 - Business-scape
 - Every county has it

RISE 2020 is...



- Local people doing great things
- Owned by the people who engage
- Built on trust
- Focused on process and the product will come
- Not a detailed strategy
- Not sector-driven
- A marathon, not a sprint
- *Helping Communities
Help Themselves*

RISE 2020

Regional Frameworks

Civic Leadership & Engagement

Asset-Based Community Development

**Rural Innovation Culture
Public and Private Entrepreneurship**

Youth Engagement

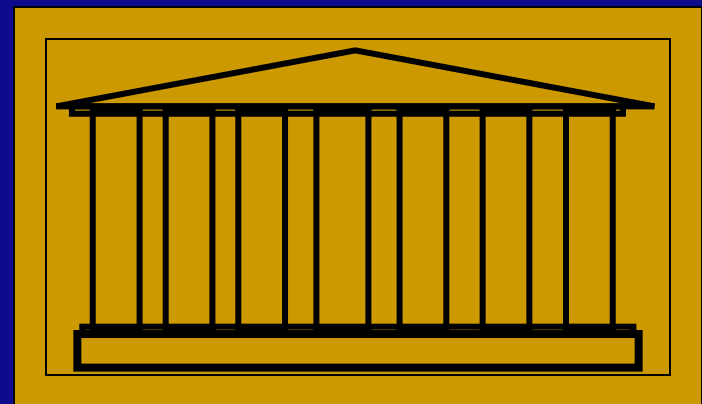
Wealth Creation and Retention

Diversity, Access and Inclusiveness

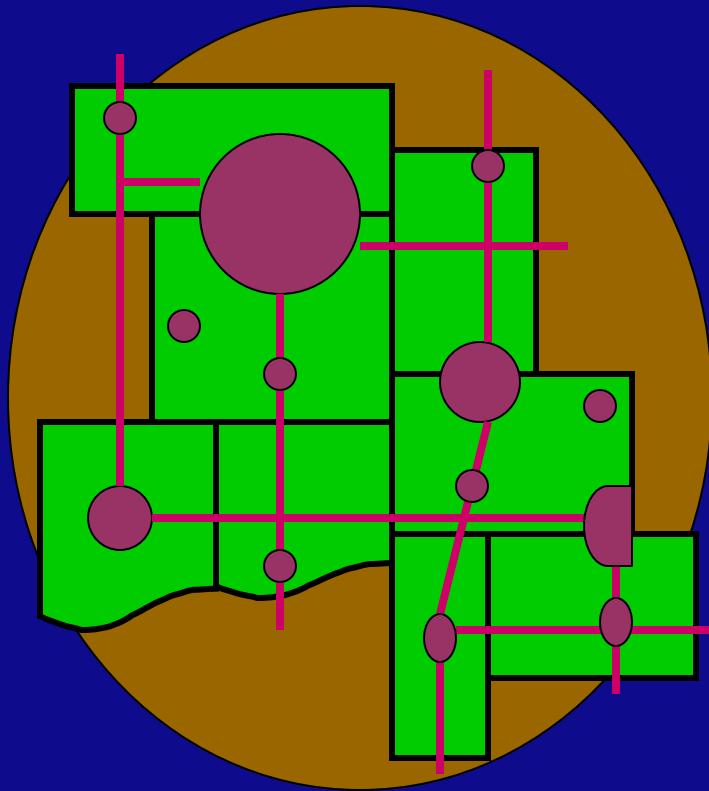
Rural Constituency, Voice and Policy Platforms

RE-building a Rural Foundation

- *Building a rural constituency*
 - Convene, Converse, Collaborate, Celebrate
 - Rural is asset rich, not deprived
 - People and their ideas are the greatest assets



RE-connecting the Community



- *Regional Frameworks*
 - Common centers and common threads
 - The way we live
 - Collaboration –
Give a little, gain a lot
- *Asset-Based Community Development*
 - Building on strengths
 - What's unique, marketable, "brand-able"

RE-invigorating the Community

- *Civic Leadership and Engagement*
 - Training to engage
 - Safe spaces build great places
 - Conversations change cultures
- *Rural Innovation Culture*
 - Private AND Public Entrepreneurship
 - Best practices (R&D)
 - Adapt, not adopt
 - Economic activity is good



RE-designing the Community



■ *Youth Engagement*

- It's their future, let them help build it
- Do communities have jobs they want?
- Brain Drain, Brain Gain, & Boomerang

■ *Wealth Creation & Retention*

- Equity in Rural Regions – invest at home in neighbors & children
- Update skills to sustain communities
 - Invest in people and places
- No one cares more than the locals

RE-sponding to Community

- *Diversity, Access and Inclusiveness*
 - Communities, not workforces
 - Innovative access to services and amenities
 - Social
 - Housing
 - Healthcare



History of RISE 2020

- November 2004—election and administration change
- December 2004—transition team on agriculture and rural development
- Early Spring 2005—establishment of ISDA and ORA (subsequently OCRA)
- Late Spring 2005—discussion begins on the need for a strategic plan for OCRA...but scope expands instantly
- June 2005—Lt. Gov. Skillman invites broad range of key leaders to the table

History of RISE 2020

- July 2005—Kick-off meeting for what will become RISE 2020
- September 2005 —Purdue Center for Regional Development named official facilitator for the process
- Feb. 8, 2006—Draft report transmitted to Lt. Governor
- Late Spring, 2006—20 community listening sessions held throughout Indiana
- June 23, 2006—“Stewardship” vested with the Indiana Rural Development Council, Inc.
- Observations about the chronology/process

Outcomes

- Indiana OCRA Strategic Plan
- IRDC as RISE 2020's organizational home
- Indiana - Scotland Rural Learning Exchange
 - Indiana delegation visits Dumfries and Galloway
 - Teleconference series on rural issues
- 2006 Indiana Rural Summit (first time)
- Indiana Rural Forums
- RISE 2020 Congress
 - Rural Priorities Report
 - Top Ten Rural Priorities

Current and Next Steps

- Rural communities/regions using RISE 2020
- Rural partner groups using RISE 2020
- Indiana-Scotland Rural Learning Exchange
 - Scotland delegation to Indiana
 - Continue teleconference series
- Sharing RISE 2020 in-state and nationally
- Indiana-HomeTown Competitiveness Pilot Program
- LaPorte County Rural Summit
- 2007 Indiana Rural Summit
- IRDC Work Plan

Next Steps

- IRDC's Work Plan
 - Assembling Resource Partners
 - Assisting Communities
 - Constructing *Rural Ideas That Work* website
 - Publishing *RISE 2020 Rural Community Guidebook*
 - Convening Pillar Teams -
 - Civic Leadership and Engagement
 - Youth Engagement

RISE 2020



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*Helping Communities Help
Themselves*

RISE 2020

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