

Feedback Charts: Welcome Home Summit, May 16, 2018

What were the three most meaningful things you learned today?

“Housing shortage” isn’t really a shortage at all.

We need regional marketing to send a unified message.

Change the narrative

We’re in the middle of everywhere

Dissemination of info to residents & prospective residents

It is not just about jobs.

Rural communities are not dying, they are changing.

Being a good ambassador/neighbor to newcomers.

That my story isn’t as unusual as I thought.

Quality of life is the best strategy

We don’t have a retention problem, we have a recruiting problem. Expose interviewees to the area assets.

How many others are working for rural Iowa.

Welcome new faces

Front line people are a major reason for success

Connect & engage newcomers

Spread the news: rural Iowa is alive

Working as an area to promote others here

Ask others/newcomers what they are interested in! New-comer program

Always counter negative talk

There are resources to access for more information

Change the message about our area

Change messaging to cultivate a positive image & attitude

Think outside box

42% all residents move every 5 years

Rewrite our narrative

Avoid hidden negativism

See if there is a University program for our town

Reach out and discover their interests; listen to their ideas

Don't ask a newcomer right away to sit on a board (ask what they are interested in - invite to lunch)\

Listen. Learn what others are passionate about

Many communities have the same issues & concerns.

Figure out how to attract <40 yr old volunteers and get their ideas

We live in the middle of EVERYWHERE

Every person in the community needs to be a salesperson

Quality of life is trump

Housing exists - being more strategic related to seniors

How important your front line employees are.

"Middle of Everywhere" concept - expand our perceived boundaries

There are so many great people in the area who care about their community's future!

Based upon statistics, rural areas are not dying - they are changing

Assure services

Listen to newcomers

Welcome - take the challenge to meet someone new. Reach out!

We all share concerns of housing and attracting young people

Rural is changing, not dying

Present a positive experience to visitors

We live in the middle of everywhere

Fight the negative narrative

We already have the housing - it's just not available

Change the narrative to be positive about rural towns!

To not push community info onto the new resident.

Redefine your community

Show what your community can provide.

Start a conversation about the future

Welcome packets are a great way to reach the new members of our city.

Create your own brand, or others will do it for you!

Rural communities are not dying

Share info with "doers" of town

Share - tell the story you want told

How big of an impact front-line employees have on newcomers

Good customer service a need

That we need to be more noisy about how great we are! (can't let national media be our only voice!)

Frontline ambassadors

Stories about your town

Determining our county's assets via the Middle of Everywhere activity in order to promote our community

Why living in your town

Rewrite the narrative

People engage in their passion not yours.

We live in a great place

Create quality of life packets w/ biz for interviewees

Why choose rural? Slower pace of life, safe & secure, low housing cost

Existence of national map of nonprofits. Useful for Madison County Heart & Soul

Ask people (newcomers) what they are interested in

Growth in nonprofits

How houses of 70+ & baby boomers change over

Think in terms of middle of an area

Create & tell your stories

Change the narrative - positive descriptions of our communities

Change the narrative of rural life - we live in the middle of EVERYWHERE!

What unique characteristics do newcomers bring?

Partner

Newcomers to a mostly white community may be invisible if they are white, too!

Rural is changing, not dying.

People move to an area for what we are today & what we will be tomorrow.

Communities need to reach out to all age groups. They all have different values & reasons for living in your city.

The narrative is constantly in flux

95% or "rural" residents are not employed in ag

Welcome to your town

Don't be negative

Share positive image to all we interact with

I'm not alone in moving back

Be an ambassador!

Listen to your newcomers

Don't just chase "warm bodies"

Re-think how we use communication tools - especially with 30 - 50 year-olds

Since 1970 rural population in US has grown by 11% (statistically based)

Small towns are changing, NOT dying!

People move for quality of life NOT just a job

What will you do to build a stronger community?

Change the way we do things

Bring new ideas to our next meeting

Take the new guys to lunch

I'll be positive

I'll tell people to look at the good things

I'll be intentional to welcome my neighbors

Most effective way to communicate: text

Engage the community leaders

Be more welcoming

Meet a new neighbor

Keep telling stories

Involve passionate people to advance a cause

Sharing info with broader Community Foundation community & network

Discuss seminar results with others.

Continued thinking on employer engagement piece

Work to connect people with causes they are interested in.

Create our story

Work as a team to promote the quality of life we want others to enjoy

Have a compassionate attitude & share it

Make point to meet & be a friendly face to newcomers

Do articles on the positives in the area to promote residents

Encourage positive rhetoric about our communities

Be positive

Listen to newcomers

Share resources: Advance Iowa, RC&D, Heart & Soul

Start a Welcome Ambassador Program

Communicate ideas to foster development!

Market my town to businesses interviewees to entice to move to town

Think carefully about what causes I work for next

Ask newcomers what they need - see as positive

Develop program to welcome new residents

Craft positive narrative to help unify message for progress

Offer a handshake to a stranger or unfamiliar face.

Interview kit to businesses to give to potential employees

Encourage clients to get involved

Talk up my community with anyone/everyone who will listen!

Talk to other young people to get ideas

Train the front-line ambassadors

Newcomers welcome

Take a newcomer to lunch

Network, collaborate

Possible op-ed to share our research

Share ideas with other communities

More young people needed on committees

Volunteer for a board.

Build a positive image

Organize a singles mixer

Create a survey with top 3 assets by age group

Create more ways to connect with newcomers, at work, at home, at church.

Take someone to lunch.

Pass the word!

Greet all as visitors

Hone in on millennial needs.

Spread the word of brain gain! Cheerlead the stats

Share ideas with Clayton County Sector Board

Check out the NE IA RC&D. They rock!

Get local businesses more involved at the high schools

Focus on quality of life

Talk to young professionals group

Talk to community leaders - share these ideas!

Take tourism materials to all gas stations & hotels in the county

Meet my new neighbors.

Be better at understanding other points of view

See if school can mentor/welcome new family/student.

Invite newcomer to dinner

Organize a singles mixer

Discuss how our board can help other groups.

Get info out to welcome centers - gas stations

Stats for rural growing - changing narratives

Ask others what they want to do! Use their strengths.

Walk through our town with a newcomer/visitor's eyes - what is the impression? How can it be enhanced?

Reevaluate newcomer program (are welcome kits necessary/effective?)

Work to engage new community members and volunteers

Contact Ben for statistics addressing rural population change