

Harwood Institute Discussion
A Project 20/20 Leadership Meeting
July 23, 2008
United Way, 7:30 a.m.



Present: Kim Andrews, Erv Brinker, Talia Champlin, Pete Christ, Jim Hettinger, Teresa Durham, Fr. Chuck Fischer, Carla Dearing, Alicia Freudenburg, Cathy Jewell, Tim Kool, Mac McCullough, Chris Sargent, Diane Thompson, Pamala Bardon, John Barrett, Lisa Damron, Joyce Garrett, Rick Hensley, A. J. Jones, Nelson Karre, Randall Champlin, Matt Rogers, Alice McCotter

Harwood Video and Discussion Exercise

Talia provided the members with background to the Harwood Institute work. The members viewed a short Rich Harwood video explaining the importance of Community Rhythms. The individual members were then asked to complete a 4-question “Community Rhythms” evaluation of how they see the Battle Creek Area. The questions were related to the depth of leadership, the strength of community norms, the depth and size of informal networks, and the strength of community catalytic organizations. Talia then provided a review of the five “Stages of Community Life.” Members were asked to consider their own evaluation of the Battle Creek Area and discuss within small groups which of the five stages they felt the area was at. To assist the groups in their analysis, a series of questions were available to be recorded and reported back to the larger group. Each group discussed the reasons for their initial evaluations and why they rated the Battle Creek Area the way they did. They shared stories and illustrations for their rating and identified similarities and differences in their viewpoints. Each group then chose which stage they felt best represented our community. Those stages are: Waiting Place, Impasse, Catalytic, Growth, and Sustain & Renew.

Most of the groups reported their belief that the Battle Creek Area was at the early or mid range of the Catalytic stage. There was a group, however, that felt we were still between Impasse and Catalytic, and a group that felt we were at Waiting Place.

Where we see our community along the continuum will inform the project membership of how we can most effectively begin our work of building public capital.

There was discussion regarding the Harwood model. Members shared their ideas of other community models they thought were useful. Larger group discussion also included recognition that the Battle Creek Area has experienced change from an old model that was based on a few business leaders making big change decisions. That old model no longer exists. The community has had difficulty filling the gap of leadership capable of moving our community toward a growth stage.

Project Update

The Advisory Committee has agreed to split into two work groups. One work group will focus on Membership Development and Fundraising. The second group will focus on Communication and Marketing. The growth of the membership is key to building momentum and our progress against that goal will be tracked throughout Phase I. To assist leaders in reaching out to potential members, project material needs to be available to provide an overview in an easy-to-use format.

Alice asked each member to fill out a brief survey at the end of this meeting. The survey asks four yes/no questions related to the quality of the members experience at this meeting. The survey will be used each month and the results will be tracked. Feedback from members will guide the Advisory Committee on agenda topic selection.

The members were updated regarding progress on fundraising. Grant applications have been completed for both WKKF and NPA. Individual donations have also begun to build, and members were asked to consider making personal donations. A donation form was provided to each member and is attached to the distribution of these minutes.

Alice reported that multiple options for meeting locations have been reviewed. The meeting space at United Way will not easily support group discussion formats as the membership grows. Burnham Brook has been chosen as the best location for future large meetings. Members will be notified when that change is scheduled to take place

The project Mission and Vision Statements, along with the Core Values, were confirmed. There had been only minor changes made at the previous Advisory Committee meeting. The completed statements are:

Mission

Working together we champion ideas and initiatives that move this community toward excellence.

Vision

People choose to live, work and invest in the Battle Creek Area.

Core Values

- Respect for individuality/support for community.
- Ownership of outcomes
- Local leadership
- Diversity
- Results-driven action
- Boundary-spanning initiatives
- Promoting business, education, health, leisure & service

The next Monthly Group Leadership meeting is August 27, 7:30 – 9:00 at the United Way Board Room or alternate location. A notice and agenda will be distributed prior to that meeting.

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