

Accelerate the Momentum in 2011
A Project 20/20 Leadership Meeting
November 24, 2010
Burnham Brook, 7:30 a.m.



Welcome and Opening Comments

Talia Champlin opened the meeting with introductions and an overview of the meeting agenda. The focus of the meeting was to review progress over the past 12 months and to get input and feedback to help set Project 20/20's strategic direction for 2011. The discussion and exercise was facilitated by William Burton, a Harwood Institute Certified Coach and CEO of Common Ground Resolution Services.

2010 Highlights

Amanda Lanker, Project Manager, provided a brief overview of the Project's highlights and accomplishments over the past year. One of the most significant endeavors of 2010 was the formation of Strategic Partnerships with coalitions/collaborative organizations working to bring about change on one or more of Project 20/20's four focus areas (education, economic development, healthcare and positive youth engagement). Strategic Partners are the Battle Creek Educators' Task Force (education), Battle Creek Unlimited (economic development), Regional Health Alliance (healthcare) and HandsOn Battle Creek (positive youth engagement). These Strategic Partnerships are designed to provide a vehicle for getting community feedback and input necessary to be effective. Each helps to develop meeting topics and chose speakers that educate the community about their specific areas of expertise. Strategic Partners also disseminate meeting notices to their constituents, send two representatives to each of our meetings and provide financial support as funding allows.

Amanda also reviewed statistics regarding Project 20/20's impact on engaging and informing the community. We have had 454 attendees at our forums and Leadership meetings (182 – Leadership, 272 – Forums). The impact of the website (www.BCProject2020.com) and social media continues to grow. Since November of 2009, there have been 736 unique visitors, 1,077 visits and 3,609 page views. The most visited pages on the Project 20/20 website are 1) Community Links, 2) Forums, 3) Meetings and 4) About Us. A total of 419 people receive Project emails. Community Forum videos are viewed 216 times on average. Lastly, attendees are making an average of three new connections at each meeting. Looking forward to 2011, Project 20/20 will continue building a broad and diverse membership by increasing our community presence. A concerted effort will be made to form additional strategic alliances with boundary-spanning organizations concerned about the four areas of focus. The Project will also work to increase private contributions and decrease reliance on foundation support.

Group Discussion – Aspirations Exercise

William Burton introduced the Aspirations Exercise to attendees and asked them to individually answer a series of questions about community aspirations, challenges and conditions that need to change. Members discussed their individual responses within small groups then shared responses with the collective group. Those responses were recorded on flip charts (Collective Group Notes below). After the group responses were shared, themes were identified.

Aspirations

Our aspirations for our community are:

Common themes as identified by entire group:

- Pride and positivity
- Unity – in its positive context, supporting each other

- Positive diversity
- Economic equity

Collective Group Notes

- People get things done
- People take pride in their community
- Diverse leadership is common place
- Education is highly valued by all segments of the community
- There are affordable and adequate living spaces
- Foster and support youth engagement
- People have an optimistic attitude
- Alive, safe and vibrant
- Sense of pride
- Positive image
- Connected community that supports and attracts businesses
- Supports financial stability for small businesses

Challenges

The challenges we face in reaching these aspirations are:

Common themes as identified by entire group:

- Attitude
- Lack of hearing
- Unwillingness to change “stuck on stupid”
- Informed public
- Change at a sustainable pace
- Flavor of the month

Collective Group Notes

- Risk aversion
- Not enough nurturing/valuing of our youth
- Entitlement mentality
- Lose sight of what is positive about Battle Creek
- Lack of measurable goals/metrics
- Competition between sectors that should be cooperating
- Lack of communication and listening skills
- Change perception of Battle Creek that comes from within Battle Creek
- Change others’ perspectives outside of Battle Creek/outlying areas
- Change is legislation that empowers communities
- Academic segregation
- Space to dream before we act

New Conditions

What needs to change in the community to reach our aspirations?

Collective Group Notes

- Coordination (willingness) of service providers/activities
- Develop stronger community leaders
- Legislation designed to shift to local control

- Get word out to the community/how do they know what we're doing?
- Personal involvement
- Power to agree across divisions – holistic
- More collaboration in education
- Get people personally involved, empowered
- More transparency

Once themes were identified, William asked attendees to answer the following: **What are you willing to do?** Each response was recorded.

Collective Group Notes

- Ask questions and listen to the answers
- Act upon the listening
- Make sure we communicate back to those to whom we listened
- Get youth involved – join 3/50
- Bring the necessary stakeholders/organizations to the table
- Bring someone from the outside to the table/here
- Support each other (local businesses)
- Not fear disagreement – it encourages a healthy exchange
- Follow through

Closing Comments

Talia thanked the members for their commitment to moving Battle Creek forward. The discussion and input from members will be reported to the Advisory Committee and used to set the direction for 2011. Members were encouraged to attend the next Project 20/20 event on January 26, 2011 from 7:30 – 9:00 a.m. at Burnham Brook.

Members were asked to complete a survey. In an effort to “go green”, members will also receive a link to an electronic survey to fill out if they opt not to fill out a paper survey. Members were also asked to make a donation, become a fan of Project 20/20 on Facebook or follow our tweets, visit the Project 20/20 website at www.BCProject2020.com and invite others to join us.