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Hope Inspires Action

leading positive community change

Municipal Association of South Carolina
Hilton Head, South Carolina

Dave Ivan, Ph.D.
Michigan State University Extension



Acknowledgements

Gallup Organization

Dr. Shane Lopez, "Making Hope Happen"

Research team at MI State University

Successful Communities



Leadership



Hopeful/Visionary Leadership

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What is hope?


Hope

Hope is the belief that the future will be better than the present
("will power")

AND

The belief that you have some power to make it so
("way power")

What are your hopes and dreams?



What are your hopes and dreams



Source: Gallup

GOOD JOB

- Full-time/part-time job that meets household needs
- Engaging occupation

HAPPY FAMILY

- Family physically nearby
- Sense of togetherness

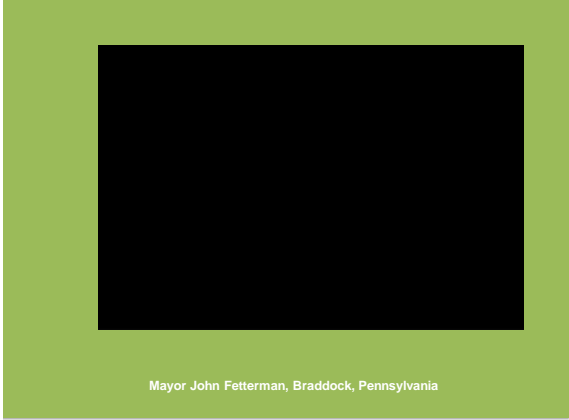
GREAT LIFE

- Social connectedness with others
- Financial security (not seeking wealth)
- Physical wellbeing
- Purpose in life
- Community wellbeing

Focused community leadership pursues strategies towards:

- Good Job
- Happy Family
- Great Life

Effective leaders provide hope



Mayor John Fetterman, Braddock, Pennsylvania

Hope Matters

Hope is a choice

Hope can be learned

Hope is contagious

Cautionary Note



People don't work for goals they don't own!



One man's vision

Community X, Indiana

Indiana Community Achievement Award Winner;

Local entrepreneur invested millions of dollars to create "Artist Colony"

Major improvements in overall community aesthetics plus addition of live-work artist center;

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One man's vision

Community X, Indiana

Home of conservative Christian college;

Town had reputation as "dry community"

Artist entrepreneurs were frustrated and looking to move businesses; community was frustrated

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Will & Way Power



Marion Virginia

- Small business boot camp
- \$5,000 grant for new downtown business in targeted sectors;
- > 25 new businesses and 100+ new jobs created

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Will & Way Power

Tecumseh, MI

- Community survey revealed the need for a fine dining establishment
- Worked with neighboring community to secure a liquor license;
- Recruited chef that fit community tastes;
- Result: Evans Street Station
 - Best New Restaurant in MI (AAA)



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Oh, by the way... hopeful individuals means

14% bump in workplace outcomes

Providing hope is critical to youth success



12% Bump in School Outcomes

Source: Gallup

Student Poll Hope Results

- I know I will graduate from high school. (81%)
- I know I will find a good job when I graduate. (58%)
- I energetically pursue my goals. (42%)
- I can think of many ways to get good grades. (53%)
- I can find lots of ways around any problem. (31%)
- There is an adult in my life who cares about my future. (87%)
- I have at least one teacher that makes me excited about the future. (59%)

– Source: Gallup

Hope among youth is rooted in community connectedness

(Happy Family)

Engaging Youth

Shepherd, MI



Shepherd Sugar Bush – entire community taps maple trees as a youth programs fundraiser;

Youth & adults collect sugary sap, working the sugar shack, bottling & selling syrup;

Effort funds community-wide youth programs and facilities;

Listening to youth voice

Jonesville, MI



- Surveyed 3rd graders: What do you want in your community?
- Top response: rock wall
- Community built rock wall;
- On-going youth surveys to measure progress; community received high marks!

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Creating hope to retain youth

Community Strategies



- Create economic and career choices that are appealing to youth;
- Evolve community cultures that are progressive and embracing of youth and younger generation (place attachment)
- Focus development efforts on those who want to stay and/or return to their hometown;



Hope is contagious

Positive emotions move from one person to the next person, to the next person

....Same applies to hopelessness (poverty of spirit)

Hope starts with engagement



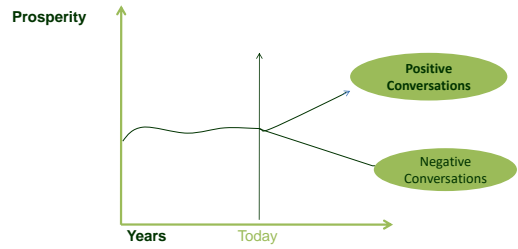
- Creating hope starts with engaging the entire community in a better future
- Thinkers and Drinkers

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“Thinkers & Drinkers”

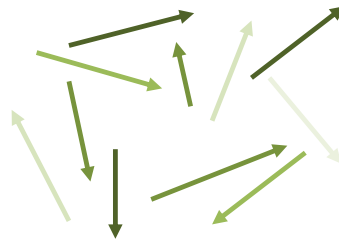
Changing the narrative is important because people move in the direction of their conversations



Source: Ed Morrison

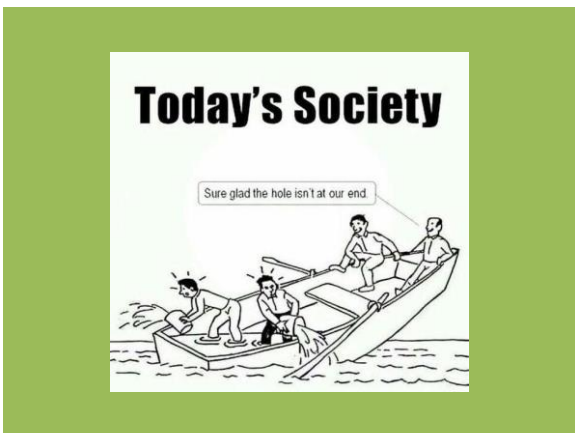
Hope + Vision = Positive Community Change

Connecting the dots



Worthy Causes and Community Activities

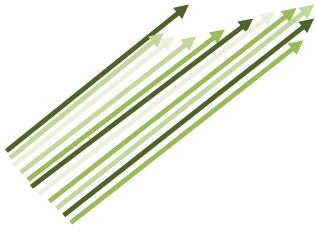
(Mark Peterson, University of Arkansas)



Timing is off.. Readiness factor



Hope + Vision



Worthy Causes and Community Activities

(Mark Peterson, University of Arkansas)

Hope Inspires Action

Spiraling up by building on successes and new dreams



Transformational Community Change

Colquitt Georgia

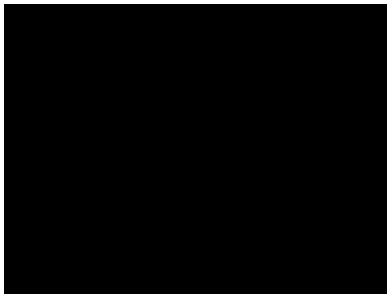
- Capitalized on the region's history of story-telling – tales of life, family, and community.
- The musical productions have made the community a tourism destination with spillover shops, dining and lodging downtown.



Small Town Success Strategies

Institutionalizing Hope

Identify the most hopeful person in your community, and empower them to lead positive change



Amazing Maisie

Institutionalizing Hope

The art of true leadership is sometimes leading from behind!

Who/what groups can you empower in your community to advance your community?



Key Lessons

Hope + Vision = Positive Community Change

Focus on your community's greatest hope (Good Job/Happy Family/Great Life)

Empower your community's most hopeful citizens & youth towards positive community action (Leading from behind)

Overall Observation

Hope begins by listening to your community and taking action on what you've heard



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Contact Info

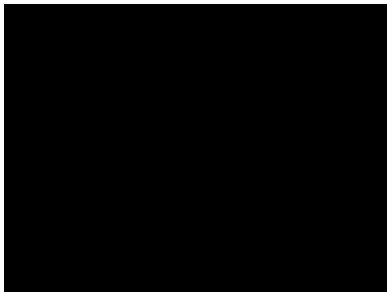
Dr. Dave Ivan
Community & Economic
Development Programs
MI State University Extension
Phone: 517-432-7602
Email: ivand@msu.edu



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Thank You

Questions?



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