



Mid-America: Access to the Future



International Exposition of Rural Development

A 13-State Symposium on Local Development

June 1-3, 1983

Drake University
Des Moines, Iowa

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"We have arrived at an historical vantage point . . . where the wasteland ends and human wholeness and fulfillment begins."

Theodore Roszak



About This Symposium

Mid-America: Access to the Future is a 13-state symposium on local development which will identify effective community projects from Middle America and the essential ingredients that ensured the success of these projects. Utilizing this data, participants will discern practical implications for their own future work, including listings of networks for continued development.

Sharing Approaches That Work

Many programs responding to development needs suffer from a top-down process in identifying and defining needs at the local level. The result is programs being done *to* and *for* communities. For the most part, these programs have neither captured the imagination of local people nor their initiative and participation.

To accomplish this kind of involvement, the strategy is simple. A self-generating process which encourages people to help themselves and others needs to be injected into communities. Countless communities have implemented successful programs that have contributed to a richer, fuller way of life. A goal of this symposium is to identify these communities and the structures which serve them, bring representatives from them together, and provide them with a process to identify the principal factors that contributed to their success and give direction for the future.

This strategy encourages a bottom-up, self-help approach in conjunction with the top-down process of implementing plans and programs to enhance life in communities. This approach can succeed because its goal is to help people get in touch with their own dreams, marshal local resources, and undertake programs they have created. Due to this process, they become committed to carrying out these programs.

Objectives

- Highlight creative local development efforts in the 13 states
- Identify key factors which contributed to successful development
- Dramatize interrelationships of urban and rural communities
- Develop partnerships among private, public, and volunteer groups to

Registration Form

Mid-America: Access to the Future June 1-3, 1983

Name/Title _____

Name/Title _____

Organization _____

Address _____

City/State/Zip _____

Office Telephone _____ Home Telephone _____

Program fee: \$50.00 per person @ _____ people \$ _____

Dormitory room: \$17.50 per day @ _____ days

@ _____ people \$ _____

Total enclosed: \$ _____

Return to: Penny Allen
Center for Professional and Executive Development
College for Continuing Education
Drake University
Des Moines, Iowa 50311

States Represented

Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri,
Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

Registration Information

Two quick ways to register: (1) By telephone (515) 271-3905 or 2525; (2) by mail, using the attached registration form. Registration may be limited, and will be accepted on a first come basis.

Fee: The registration fee, \$50.00, is payable in advance and includes dinner Wednesday night, lunch on Thursday and Friday, and all meeting materials.

Tax deduction: An income tax deduction is allowed for expenses of education (registration fees and cost of travel, meals and lodging) undertaken to maintain and improve professional skills (Treas. Reg. 1.162-5) (*Coughlin vs. Commissioner*, 203 F2d 307).

Overnight accommodations: Overnight accommodations are not included in the registration fee. You may stay in a Drake University dormitory room for \$17.50 per day (double occupancy; also includes breakfast). Please check the appropriate box on the registration form to reserve dormitory space. Please note: dormitory rooms must be reserved by May 20, 1983 to guarantee space for this program.

CEU's: Anyone attending the symposium will receive 1.2 Continuing Education Units. The CEU has been designed to give recognition to persons who continue their education and keep up to date in their chosen field or profession.

For more information: Regarding registration — Call Penny Allen, 515/271-3905 or 2525. Toll-free in Iowa: 1-800-362-2416; toll-free in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin: 1-800-247-2135. Regarding symposium information — Call Gail West, 515/245-3690 or 515/763-2253.

their own future work, including linking of networks for continued exchange and joint efforts in community development. Creative and future-oriented projects in agriculture, business, industry, education, health, environment, and technology will be explored. A specific area to be addressed is that of improving community vitality in transitional times.

This symposium is one of a series to be held during 1983 as a part of the International Exposition of Rural Development. This three-year series of events will provide occasions for exchange and evaluation of local development efforts on a regional and national level. These symposiums are intended to build a working global consensus regarding the essential components of future development.

Exposition phases include: (1) Symposiums held in fifty nations in 1982-1983; (2) The International Plenary, New Delhi, India, February, 1984, (3) Fifty Nations Followup in 1984-1985. Projects will be selected representing Mid-America for the International Plenary. Results from this session will be made available.

Sponsors

CENEX, St. Paul, Minnesota

Drake University, Center for Professional & Executive Development, College for Continuing Education, Des Moines, Iowa

Hawkeye Bancorporation, Des Moines, Iowa

Independent Livestock Marketing Association, Elwood, Indiana

Northwest Bancorporation, Minneapolis, Minnesota

Pioneer Hi-Bred International, Inc., Des Moines, Iowa

Organizing Sponsor

The Institute of Cultural Affairs, Chicago, Illinois

The organizing sponsor for the Mid-America Symposium is the Institute of Cultural Affairs, a nonprofit research, training, and demonstration group concerned with the human factor in world development. The Institute conducts programs in strategic planning, educational methods and comprehensive community development. Its purpose is to enable individuals, communities, and institutions to become self-sufficient and self-reliant. ICA's experience in integrated planning, consensus facilitation, leadership training and participation methods has been tested in rural villages, urban communities, business corporations, government and voluntary agencies.

Those Who Should Attend

This symposium is for representatives from community and voluntary organizations, business and industry, government, special projects, and anyone who has developed workable projects on the community and state-wide level.

Schedule

Wednesday, June 1, 1983

- 4:00 p.m. **Registration and Community Project Displays**
Olmsted Center
- 6:00 p.m. **Dinner** — Olmsted Center
- 7:00 p.m. - **Trends in Development**
9:30 p.m. Project Reports: What has been done

Thursday, June 2, 1983

- 9:00 a.m. **Keystones in Development**
Process Learnings: How it was done
- Noon **Lunch** — Olmsted Center
- 1:00 p.m. **Proposals for Development**
Practical Guidelines: Why it was done
- 3:00 p.m. **Strategies for Development**
Directions Plenary: What then will we do
- 4:30 p.m. **Wine and Cheese Hour**
Community Projects on Display
Olmsted Center

Friday, June 3, 1983

- 9:00 a.m. **Implications for Development**
Local Development in Mid America: What steps are needed
- Noon **Lunch** — Olmsted Center
- 1:00 p.m. - **Final Plenary Closing**
3:00 p.m.

MID AMERICA: ACCESS TO THE FUTURE
A Symposium on Local Development

March 24-26, 1983..
Des Moines, Iowa

First Draft.

THE SUMMARY

Self-sustaining local development has never been easy to achieve. The breakthroughs of many projects and programs have often been hidden because of isolation and inevitable setbacks. There is a paralysis at the local level as seen in continued dependency on external resources. Often there is a parallel but unintegrated approach to development between communities and development organizations. The result is a paradox of gaps in essential elements for human existence and wasteful overlap. There exist few forums for local leaders and workers to document and exchange successful methods and models which could accelerate their development efforts. It is this kind of forum that the International Exposition of Rural Development (IERD) intends to provide.

The IERD is a three year series of events and activities organized into 3 phases: Phase I. 50 Nation Preparation Programs; Phase II. The Exposition Event in New Delhi, February, 1984; Phase III. Follow-up Programs in each Nation, from 1984-1985.

Phase I. The National Preparation Programs begin with promotion events, development symposia and studies directed toward increasing awareness and interest in effective local development. They will identify successful development efforts, and document projects and prepare delegates for participation in the India Exposition. In the United States, there will be 4 Symposia; Los Angeles, Memphis, New York and Des Moines. For each, there will be a committee of co-sponsors who, with the Institute of Cultural Affairs as the organizing sponsor, will be responsible for the Symposia and IERD preparation for each geographical area.

Phase II. The Exposition Event in New Delhi brings delegates from the 50 participating nations who document from actual field experience, their most effective methods and models for local development, with particular emphasis on efforts in rural development.

Phase III. Follow-up Programs in each Nation engage delegates and other concerned parties in examining results of the Exposition and deciding on practical implications for their own nation.

The IERD will dramatize that investment of resources and technology are most effective when there is shared responsibility and cooperation among all the development agents in response to locally based planning and implementation. The Exposition is intended to document practical forms which can contribute significantly to the forming of future policies and approaches of the development agencies themselves. Successful linkages of agency and organization programs to local initiative is anticipated to be among the highlighted efforts which will add significantly to the learnings of how to accelerate and replicate the local approach in other situations.

THE NEED

New approaches to development in rural areas are already in process as the need for alternatives is exposed. These approaches address arenas of concern which include business profitability, employment opportunities, productivity, education, quality of life, conservation and the availability of human services. Recognized is the inter-relationship between rural and urban; the impact of problems felt in one affects the other particularly through migration patterns. Beyond finding fault or analyzing how we got this way, people are looking to the future and grasping for workable solutions and processes which promise to produce solutions.

In the past few years significant strides have been made which need to be highlighted and shared with others. The world needs to see there is a future for small towns and rural areas.

Each successful project and program is unique; each has its own particular learnings and insights about how to sustain local development. People working in these projects need the opportunity to come together, distill common learnings, identify transferable formulae for self-sustaining development and discern the future direction for all local development.

THE OBJECTIVES

The objectives of the three phases of the International Exposition of Rural Development are both short and long term:-

Short Term

.To enable field workers, community leaders, government and voluntary agency officials, and company representatives to share workable and tested project experiences that will benefit implementation.

.To research a significant sample of effective grassroots development efforts and to highlight some of the more successful projects.

.To identify and document methods, approaches and applied technology that inform the future of local development.

Long Term

.To establish new global interchange networks among locally based practitioners to accelerate the exchange of effective local development mechanisms.

.To encourage an informal coalition of people from all sectors to accelerate the momentum in rural development.

.To release increased structural support and more flexible funding policies to enable projects which respond to locally articulated needs.

.To strengthen the viability of the interrelatedness and co-existence between rural and urban communities.

PHASE I: Mid America: Access to the Future
A Symposium on Local Development

Representatives from every level of the private, public and volunteer sectors and local communities in 13 central states will participate in a 2½ day venture intended to dramatize a shift in approach to development, with particular emphasis on rural areas and small towns. The Mid America: Access to the Future will provide an opportunity for sharing and interchange of significant development experience. Learnings arising from these demonstrations will be documented and made available. Participants will illustrate the unique contribution of Mid America to the nation and world as well as identify other project arenas to be researched where breakthroughs are needed in order to discern future directions.

The Symposium process will help develop an expanded group of concerned people who focus their efforts and organizations toward a common picture of the future. It is hoped they may be the basis of an ongoing practical research network, not intended to duplicate other efforts, but rather to accelerate the utilization and incorporation of successful results.

The staging of the Symposium:

1. Mid America: Access to the Future, A Symposium on Local Development will be held at _____ 24-26 March, 1983 in Des Moines, Iowa.
2. Participants will attend from 13 central states - Iowa, Illinois, Indiana, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.
3. The program will feature state display booths, panel discussions, special speakers, participatory workshops, general session plenaries and write ups of spotlight programs.
4. The display booths from each state will include a minimum of 3-5 documented demonstrations of cooperative local development. These are intended to be a representative cross-section of effective development efforts which will become a part of the Symposium program document.
5. During the Symposium, there will be an expansion of the number of actual projects representing development in Mid America to be researched for possible representation at the Exposition Event in New Delhi.
6. The Symposium will be organized, facilitated and funded through the cooperative efforts of the organizing sponsor, the co-sponsors, participating organizations, businesses, individuals and agencies.
7. In order for this to truly represent Mid America and be responsive to the real concerns at this particular time, periodic organizing meetings will be held in each state; on January, 21-22, representatives from each state will meet in Des Moines to discuss progress and make final arrangements.
8. Following the Symposium, selection of Mid America delegates to the National Steering Committee for the International Exposition on Rural Development will be made.

PHASE II:

Following the four US Symposia, a National Steering Committee will be formed to coordinate the US participation in the Exposition Event in New Delhi. The National Steering Committee (NSC) will meet in Chicago, April 1983 to build the plan for representation at and documentation for the Exposition Event. This will include a finalized Phase II budget and detailed implementation calendar.

From May to July, NSC members and other volunteers will make site visits to and document recommended projects from across the United States.

Final US project designations will be made during July at which time, Exposition Event delegates will also be nominated. Care will be taken to ensure representation geographically and from all sectors involved in local development.

Orientation seminars will be conducted to prepare the delegates to participate in the Exposition in India. Exhibits preparation workshops with project representatives and the delegates will be conducted as part of the final preparation for attending the Exposition Event.

The ten day Exposition Event will occur February 5-15, 1984 in New Delhi, India. Delegations of community leaders and others working in this arena will bring documentation and exhibits of success in their countries which they will share. Visits to rural sites across India will put participants in practical situations where they can discuss and exchange their ideas. They will also prepare a compendium report of their findings.

PHASE III:

Beginning in April 1984, US delegates will make presentations of the Exposition results to NSC members, supporting organizations and in all states.

Discussions will be held regarding the ways in which these results might be utilized within the nation and follow-up programs scheduled. The NSC will coordinate appropriate dissemination of the results to public media and ensure local implementation workshops focused on incorporating insights of the Exposition report into existing and new demonstration projects.

ORGANIZING SPONSOR

For the past ten years, the Institute of Cultural Affairs (ICA) has been engaged in building and demonstrating methods and models for local development in developed and developing nations. With other organizations and agencies, the ICA has experienced that there are few forums in which local people and other development workers can share together their learnings and models. Therefore, the IERD has been conceived as such a forum and occasion.

Extensive preparation began in 1981. It grew out of a series of meetings of the ICA and its advisors. This concept was shared and tested with a number of public, private and voluntary sector leaders in America, India and Southeast Asia. Since that time, over 70 prominent and experienced men and women across the world have joined the Global Advisory Board.

ORGANIZING SPONSOR (OS)

- .to ensure financial undergirding by working with the Co-sponsors to obtain major and participating supporters.
- .to provide the methods and trained facilitators for the Symposium.
- .to work in each of 13 states with Co-sponsors and supporters in locating and assisting in documentation of project demonstrations.
- .to provide the coordination and administration for the Symposium.

CO-SPONSORS (CS)

- .to work with the OS in locating other Co-sponsors, Major and Participating Supporters.
- .to work with the OS in locating projects representative of successful local development efforts in their state and ensuring representation at the Symposium.
- .to provide funds, resources and people to ensure the set-up and success of the Symposium.
- .to assist with public relations materials and other media.
- .to send representatives to the Symposium.
- .to work with the OS on format and guests for the Symposium.

MAJOR SUPPORTERS (MS)

- .to provide major funds or inkind.
- .to work with OS and CS in locating other Major and Participating Supporters.
- .where possible:
 - to work with OS and CS in locating projects representative of successful local development efforts in their state.
 - to provide resources and people to ensure the set up and success of the Symposium.
- .to send representatives to the Symposium.

PARTICIPATING SUPPORTERS (PS)

- .to provide funds or inkind
- .where possible:
 - to work with OS and CS in locating projects representative of successful local development efforts in their state.
 - to provide resources and people to ensure the set up and success of the Symposium.
 - to have representatives attend the Symposium.

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A Symposium on Local Development

PROPOSED BUDGET

<u>13 STATE EXPENSES</u>		52,000
Project Research	Approx.	
Project Evaluation & Documentation	4,000	
Delegate Preparation	per	
Project Exhibits Preparation	state	
<u>SYMPOSIUM EVENT</u>		26,400
Speakers Honoraria	1,500	
Facility and Equipment	3,000	
Participant Materials	1,500	
Local Travel	1,800	
Reception	3,000	
Facilitation Fee	10,000	
Document Production	2,000	
Lunches, Refreshments	3,600	
<u>DES MOINES COORDINATION OFFICE</u>		13,000
Promotional Materials, P.R.	3,000	
Communications	6,000	
Office Operations and Materials	3,500	
Financial Records	500	
<u>ORGANIZATIONAL FRAMEWORK (IERD)</u>		18,000
Program Design	12,000	
Funding Activities	6,000	
TOTAL		<u>\$109,400</u>

INCOME SOURCES

PARTICIPANT DELEGATE FEES
SYMPOSIUM CO-SPONSORS
MAJOR SUPPORTERS
PARTICIPATING SUPPORTERS