



THE INSTITUTE OF CULTURAL AFFAIRS

1210 Peabody Avenue, Memphis, Tennessee 38104 901-726-1839

October 13, 1982

Dear Colleagues,

Enclosed please find a copy of the maneuvers, and a Concept Paper (not for publication or distribution) for the RURAL DEVELOPMENT SYMPOSIUM: SOUTHERN UNITED STATES. These products were created by an Area Houston Task Force which met Saturday, October 9, in Memphis.

Given the Global Advisory Board of the IERD, the RDS promises to be an event which will provide maximum leverage to implement all other existing strategies. It is, in addition, the first Areal Maneuver since the US 12, and has the prospect of delivering a substantial corporate impact on the South. A close look reveals that it will be catalytic in realizing the Global Priorities for 1982-83.

I'm convinced that you will find it helpful and exciting to make this material one of next week's collegiums.

Yours in the task before us now,

A handwritten signature in cursive script that reads "David Zahrt".

David Zahrt, for the Area Task Force

Janice Apted
Jesse Clements
Mary Longstreth
Donna McClesky
Lynette Pennington
Ellen Rebstock
Mary Smith
Rose Worden
Alfreda Wilkins
Linda Zahrt



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

THE INSTITUTE OF CULTURAL AFFAIRS
1210 Parkway Avenue, Memphis, Tennessee 38104 901-738-1829



October 13, 1983

Dear Colleagues,

I am pleased to inform you that a copy of the manuscript, and a
copy of the paper for publication on distribution
for the RURAL DEVELOPMENT SIMPOSIUM: SOUTHERN REGION
CONFERENCE, which was held in an area hotel in
Memphis, Tennessee, October 9, 1983.

Given the Global Advisory Board of the ICRD, the ICRD
wishes to be an event which will provide maximum
leverage to implement all other existing strategies.
In addition, the first annual conference will be
held in the region of the South. A more detailed
report will be available in regard to the Global
Simposium for 1983-84.

I am convinced that you will find it helpful and exciting
to make our material one of your own's collections.

Yours in the faith before us now,

David R. Forster, for the ICRD

- Linda Smith
- Alfreda Wilkins
- Rose Worder
- Henry Smith
- Ellen Rabalok
- Lyndie Pennington
- Donna M. Wilkins
- Mary Lou Smith
- Leasa Wilkins
- Linda Smith

Sponsors

Memphis State University
Southern Rural Development Center
The Institute of Cultural Affairs

Acknowledgements

American Duplicating Co.
Arkansas Endowment for the Humanities
Center for Southern Folklore
Coca Cola
Communication Marketing Co., Inc.
Hilton Inn
Monte's Catering Service
Mud Island
Maegle Outdoor Advertising Co. of Memphis, Inc.
Newhouse Co., Inc.
Servomation Corporation
Shaner's Printing
Tanasi Crafts
Unijax of Memphis
Williams Egg Co.
Purnell's Pride

These companies and organizations have enabled this Rural Development Symposium to take place.

TENNESSEE

Tennessee Valley Authority, Nashville
Northwood Park Apartment Association, Memphis
South Memphis District Alliance, Memphis
JONAH, Lexington
Ajanaku African Research, Memphis
Tennessee Valley Authority -- OECD, Nashville
Urban Gardens, Memphis
Rossville Community Health Center, Rossville
Woodland Community Land Trust, Roses Creek
Clear Fork Valley Coordinating Committee, Clairfield
Ashland City Community Project, Ashland
Save Our Soil, Trenton
South Guthrie Community Development, South Guthrie
Chelsea Community Coordinating Committee, Memphis
Beale Street Development Corporation, Memphis
St. Peter's Home for Children, Memphis
Expanded Nutrition Program, Paris
Tennessee Valley Center for Minority Development, Memphis
Dyersburg Community Project (Agricultural Extension Service), Dyersburg
Tennessee State Community Development, Jackson

TEXAS

American Association of Small Cities, Austin
Prairie View A & M University, Prairie View
Su Clinica Familiar, Family Health Service Program, Harlingen
Southern Rural Community Center, Austin

NORTH CAROLINA

North Carolina Health Service, Raleigh

VIRGINIA

Virginia Polytechnic Institute and State University Cooperative Extension Service,
Blacksburg

SOUTH CAROLINA

South Carolina Governor's Division of Rural Development and Special Economic
Assistance, Columbia

GEORGIA

Colquitt Children's Health Center, Colquitt
Habitat for Humanity, Americus
Institute of Community and Area Development, University of Georgia, Athens
University of Georgia Cooperative Extension Service, Athens

The *International Exposition of Rural Development* is a three-year program (1982-1985) designed to facilitate the exchange of effective approaches to rural development and to integrate them with local efforts. The first year (1982) entailed building a global network of concerned individuals and organizations who would ensure local input into the Exposition and the practical dissemination of its results. The second year (1983) focuses on local preparation in each of the 50 participating nations. This will include a series of Rural Development Symposia, documentation of local rural development projects and preparation of national exhibits. The culmination of this phase will be a ten-day plenary event in India in February 1984. At this event each nation's exhibits will be viewed and field workshops will be held on issues and trends in rural development. A document will be written on the key factors in successful rural development and the "how to's" in applying these approaches. In the third year (1985), results of the Exposition will be disseminated throughout the 50 nations.

International Exposition of Rural Development co-sponsors:

United Nations Development Program
United Nations Fund for Population Activities
Association of Indian Engineering Industries
Canara Bank of India
The Institute of Cultural Affairs International,
Organizing Sponsor

**INTERNATIONAL
EXPOSITION
OF RURAL
DEVELOPMENT**



**A Rural Development Symposium:
Southern States**

**SUCCESS
SOUTHERN STYLE...**

May 11-13, 1983

**Held as a part of
MEMPHIS IN MAY**

Memphis, Tennessee



Agenda

Wednesday, May 11

SESSION I

- 1 p.m. Display set-up
- 3 p.m. Registration
- 5 p.m. Welcome by sponsoring organizations, display review and interchange
WHAT'S WORKING? -- Ballroom
Light buffet -- William Faulkner Lounge
- 7 p.m. A participatory reflection on display interchange and what is suggested about
RURAL DEVELOPMENT TRENDS

Thursday, May 12

SESSION II

- 8 a.m. Display interchange
- 9 – 11:30 a.m.
A workshop which figures out necessary components for success in rural areas and names **KEYSTONES OF EFFECTIVENESS**
- 11:30 – 12:30 p.m.
Display interchange
- 12:30 p.m. Lunch

SESSION III

- 2 – 5:30 p.m.
A workshop on proposed actions for rural development policies for the four sectors, recommending **FUTURE DIRECTIONS**
- 7 p.m. **CELEBRATING SUCCESS**
A celebrative Southern style evening (banquet)

Friday, May 13

SESSION IV

- 8 a.m. Display Interchange
- 9 – 11:30 a.m.
A practical planning workshop on the next steps needed in rural development in the Southern states and their participation in development around the world involving **PARTICULAR IMPLICATIONS**

Participating Communities and Organizations

ALABAMA

The Randolph Energy Management Association, Randolph
The Southern Tenant Farmers' Union, Montgomery
Community Action, Anniston
International Center for Aquaculture, Auburn
CASA, Jackson and DeKalb Counties
Churches Involved of Limestone Co., Athens

ARKANSAS

SEARK Resource and Community Development Organization, Dermott
University of Arkansas, Arkansas Regional Studies, Little Rock
University of Arkansas, Department of Community and Governmental Affairs, Fayetteville
Hereford Project International, Family Farm Development Network, Magnolia
Arkansas Department of Human Services, Office on Aging, Little Rock
Office of Human Concern, Rogers
Lee County Cooperative Clinic, Marianna
Rural Health Development Office, Arkansas Department of Health, Little Rock
Community Action, Farmer's Cooperative of South Central Arkansas, Camden
Winrock International, Morrilton
Central Arkansas Area Agency on Aging, Little Rock
Jefferson Comprehensive Care Center, Inc., Pine Bluff
Save the Children Fund, SC-Arkansas Delta Project, Madison
University of Arkansas Cooperative Extension Service, Pine Bluff
Arkansas Agricultural Extension Service, Community Resource Development, Little Rock
Farmers Home Administration, Community Development Dept., Little Rock

FLORIDA

The Center for Cooperative Agricultural Programs, Tallahassee

LOUISIANA

St. Mark's Community Center, New Orleans
Louisiana Inter-Tribal Council, Baton Rouge
Natchitoches Action Agency, Natchitoches
Town of Oakdale, Oakdale
Town of Natchitoches, Natchitoches
Louisiana Association of Councils on Aging, Natchitoches

MISSISSIPPI

Leflore-Bolivar Catfish Processing, Drew
Alcorn State College Agricultural Extension Service, Lorman
Tennessee-Tombigbee Project Area Council, Columbus
Miter, Inc., McComb
Emergency Land Fund, Jackson
Coahoma Opportunities, Inc., Clarksdale
Quitman Community Development Center, Marks
Town of Myrtle, Myrtle
Ben Black Club, Benton
Mississippi Research and Development Center, Jackson
Governor's Office of Voluntary Citizen Participation, Jackson
Mississippi Department of Agriculture and Commerce, Jackson
Town of Houston, Houston
Town of Pace, Pace
Mound Bayou Community Hospital, Mound Bayou
Rural Community Development Council, Tupelo

...a spotlight on successful community development programs

The Rural Development Symposium is intended to stimulate cooperation among rural development efforts at the national or regional level. The RDS will provide the following benefits to participants:

- enable development practitioners to share tested project experience
- research successful methods, approaches, and technologies used in rural development efforts
- formulate a network of concerned people from all sectors to create a greater effectiveness and momentum in development efforts.

The RDS also will identify effective rural development projects as potential exhibits to be highlighted at the International Exposition of Rural Development, 1984.

NOT FOR PUBLICATION OR DISTRIBUTION

ICA: Memphis

October 1982

RURAL DEVELOPMENT SYMPOSIUM: SOUTHERN UNITED STATES

SPOTLIGHT ON SUCCESS

Present Situation

In the past decade of global human development it has become clear that local participation has become an indispensable condition for effective planning. In recognition of this fact, the United Nations requires its projects to use "local development planning. .. with the population" rather than planning for the population. Delivery systems that do not take the local people and their recommendations into account are not only ineffective but are often seen as paternalistic and condescending.

Cooperation and coordinated planning among agencies has become an essential ingredient for making an effective response to local initiative and requests for available resources and services. Where such cooperation does not take place agencies generally continue to overlap and duplicate efforts in some places while totally overlooking or ignoring needs elsewhere.

Comprehensive human development in local communities has come to be seen as an essential component of lasting social and economic change. The 1980 World Bank Report documents the positive effects of education, economic investment and social enterprises. Where the comprehensive approach is not pursued, the economic investment is in danger of having little or no lasting effect.

Pioneering efforts in local, cooperative and comprehensive development are widely scattered and often isolated in remote rural areas. Without the cross fertilization of interchange with similar efforts they often wither and fail to keep up with new trends and technology.

A strong emphasis on rural development includes programs in health, education, small business, community life and citizen participation. It will have indirect benefits to the urban areas which depend on surrounding rural communities. The City of Memphis depends on the rural Mid-South for its food but also for its economy in commodities markets and processing industries. The cultural heritage of the city often recalls its rural roots. The rural communities depend on Memphis for centralized markets and services such as public health, agricultural extension services and transportation centers. Finally, no one is unrelated to rural development.

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Event Description

A series of Rural Development Symposia will be held in fifty nations around the world between January and June 1983. These events will involve rural development project workers and development organization leaders in documenting effective applications of comprehensive human development through out the world. Each nation will convene a National Steering Committee which will be responsible for coordinating and promoting activities in preparation for the International Exposition for Rural Development in Delhi, India in February 1984.

The intent of the Rural Development Symposium: Southern United States is to spotlight successful rural development and prepare representative exhibits and delegates from the southern states for participation in the IERD in India.

The local objectives are to:

1. Gather development practitioners such as field workers, government and voluntary agency officials, company representatives and community leaders to share workable and tested project experience.
2. Carry out research to discover successful methods, approaches and technologies and ^{to} document these for local implementation.
3. Catalyze the acceleration or establishment of replication projects emphasizing the involvement of local people in the design and implementation with the active support of ^{related} ~~relevant~~ government, private and voluntary sector organizations and agencies.

Project Description

A series of Rural Development Workshops will be held in fifty nations around the world between January and June 1984. These

workshops will involve rural development project workers and development organizations from a wide range of developing nations. The workshops will be held in the form of a series of regional meetings. Each nation will be represented by a national steering committee which will be responsible for coordinating and preparing activities in preparation for the international workshop for Rural Development

in Berlin, West Germany in February 1984.

The intent of the Rural Development Systemic Workshop Series is to spotlight successful rural development and prepare representative exhibits and delegates from the southern nations for participation in the IRD in Berlin.

The local objectives are to:

1. Gather development practitioners such as field workers, government and voluntary agency officials, company representatives and community leaders to share knowledge and tested project experiences.

2. Carry out research to discover successful methods, approaches and technologies and document these for local implementation.

3. Carry out the selection or establishment of replicable projects emphasizing the involvement of local people in the design and implementation with the active support of government, private and voluntary sector organizations and individuals.

4. Formulate a network of people from all sectors who are concerned with infusing greater effectiveness and new momentum in development efforts by using continued interchange of significant development accomplishments throughout the world.

Both the National Steering Committee and the RDS participants will experience the collegiality and motivation which comes from spotlighting and capitalizing on success across the south.

The design of the Rural Development Symposium will feature a keynote speaker, a panel of representatives from successful human development programs, and a celebration of the cultural heritage of the rural South. The primary focus of the Rural Development Symposium will be in workshops involving total group participation leading to a statement of consensus. The workshop sessions will deal with an assessment of the present, a vision of the future, an analysis of the blocks, the creation of new directions, and the means for practical implementation of human development in the South.

The Rural Development Symposium: Southern United States will be held in Memphis, Tennessee in order to take advantage of its image as the "Hub of the South" and its role as the market and coordinating center for rural southern agriculture.

The Rural Development Symposium: Southern United States will be held in mid-February, 1983. This date will allow the various private public and voluntary sector organizations time to prepare their exhibits for presentation at the International Exposition of Rural Development in India, in February 1984. 4

4. Formulate a network of people from all sectors who are concerned with initiating greater effectiveness and new momentum in development efforts by using a mixture of traditional development strategies and modern management techniques.

Both the national steering committee and the RUS participants will explore the collaborative and motivational which comes from highlighting and capitalizing on success across the sector.

The focus of the Rural Development Symposium will feature a keynote address, a panel of representatives from successful human development programs, and a collaboration of the national heritage of the rural South. The primary focus of the Rural Development Symposium will be in workshops involving local group participation leading to a statement of consensus. The workshop sessions will deal with an assessment of the present, a vision of the future, an analysis of the blocks, the creation of new directions, and the means for practical implementation of human development in the South.

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Preparation Timeline

During the month of October, the ICA offices in Memphis, Houston, Atlanta, Dallas, and New Orleans will implement plans to:

1. select a location for the Rural Development Symposium;
2. secure a keynote speaker and panelists for the event;
3. target prospective sponsors;
4. form a coalition of Memphis co-sponsors to host the RDS;
5. outline a budget for the set-up and facilitation of the RDS.

By the end of October, the co-sponsors will be selected. A Memphis coalition made up of such organizations as the Memphis Area Chamber of Commerce, Memphis in May, Agricenter, Center for Southern Folklore, Memphis Theological School, and Federal Express, will serve as host sponsors.

In November, December, and January, 60 participant organizations will be selected and visited to research and document successful rural development projects for exhibition at the Rural Development Symposium. The ICA offices will provide constructs and facilitation for the evaluation and documentation of the participating organization's projects where needed on a fee-for-services basis. These documents and project exhibits will be featured at the RDS in a "Spotlight on Success" display.

During the same period sponsors will be contacted for their participation in the Rural Development Symposium. Supporting organizations providing \$500. to \$5000. and major donors of \$5000. or

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RDS.

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"Spotlight on Success" display.

During the same period sponsors will be contacted for their partici-

pation in the Rural Development Symposium. Supporting organiza-

tions providing \$500 to \$2,000, and major donors of \$2,000 or

more will be asked to provide contacts and practical expertise in setting up the event and assuring its success. The budget for the RDS anticipates \$60,000. from sponsors in advance of the February program and \$45,000. in participant fees at the time of registration.

The audio visual presentations and documentation will be completed in January. Facilitators for the RDS will be assigned and trained in early February. At the close of the RDS, delegates for the National Steering Committee will be appointed and representative projects will be designated.

Anticipated Benefits

During the Rural Development Symposium the participants will have an opportunity to take part in effective conferencing methods. Representatives to the National Steering Committee will be involved in practical leadership training beginning with the April 1983 launching meeting.

Staging the RDS in Memphis will lend strength to its already developed role as a cultural and economic hub of the South. The event will spotlight the success in rural development throughout the South. In doing so it will both establish linkages between the four sectors and strengthen ties across regions in the southern United States. It will stimulate continued comprehensive rural development by opening lateral lines of communication between local communities.

Since the Rural Development Symposium will be from the public, private, voluntary and local sectors of society, it will be an opportunity to link existing networks of concern about rural development with a new emphasis on cross-sectoral cooperation. Private corporations will enhance their reputations for public service and foster local small business in rural communities. Public agencies will exchange their learnings about previous development efforts and through a participant involvement approach discern possible new directions for their services. Voluntary Organizations will establish their role as partners in the development process and discover effective methods of planning and implementation.

Anticipated Benefits

During the Rural Development Symposium the participants will have an opportunity to take part in effective communication methods. Representatives to the National Special Councils will be involved in practical leadership training beginning with the 1982 leadership meeting.

Seeing the RDS in Memphis will have a strong impact on the already developed role as a cultural and economic hub of the South. The event will spotlight the success in rural development through out the South. It is going so well that both established linkages between the four sectors and strengthen ties across sectors in the Southern United States. It will stimulate economic and comprehensive rural development by opening lateral lines of communication between local communities.

Since the Rural Development Symposium will benefit the public, private, voluntary and local sectors of society, it will be an opportunity to link existing networks of concern about rural development with a new emphasis on cross-sectoral cooperation. Private corporations will enhance their reputations for public service and foster local small business in rural communities. Public agencies will exchange their learning from previous development efforts and through a participant involvement process discern possible new directions for their policies. Voluntary organizations will establish their role as partners in the development process and discover effective methods of planning and implementation.

The investment of each co-sponsor will be directed toward a common global issue which is of immediate local concern. The RDS will respond to the trend toward regionalization of service delivery and practical information exchange. Every sponsor will be publically acknowledged at the RDS in February 1983. Since the RDS leads up to the IERD in India in 1984, being a co-sponsor will be good publicity for at least a year.

In addition to the direct relationships which can be drawn between the local and global objectives for the Rural Development Symposium, it is acknowledged that the various activities will reinforce each other. The direct beneficiaries of this program are not only the 300 participants but all those involved in the preparation and the follow up activities throughout the South. The indirect beneficiaries are the thousands of communities and practitioners who will have access to the published products and the programs of the IERD and other events that evolve out of this program.

The investment of each co-sponsor will be directed toward a common global issue which is of immediate local concern. The RDE will respond to the trend toward regionalization of services, delivery and practical information exchange. Every sponsor will be notified and acknowledged at the RDE in February, 1983. Since the RDE leads up to the IERD in India in 1984, being a co-sponsor will be good publicity for at least a year.

In addition to the direct relationships which can be drawn between the local and global objectives for the Rural Development Symposium, it is acknowledged that the various activities will reinforce each other. The direct beneficiaries of this program are not only the 300 participants but all those involved in the preparation and the follow up activities throughout the South. The national beneficiaries are the thousands of communities and practitioners who will have access to the published products and the programs of the IERD and other events that evolve out of this program.

RURAL DEVELOPMENT SYMPOSIUM: SOUTHERN UNITED STATES

BUDGET

EXPENSES			INCOME	
Line Item	cost	sub-total	Source	amount
<u>Project Research</u>		\$54,600.	300 Participant Fees	\$45,000
Evaluation Team				
Travel	\$15,000		60 Participant Organizations	\$31,800
Project Evaluation				
\$600.@	36,000			
Project Documents			Sponsors	\$59,000
@ x 300	3,600			
<u>Participant Recruitment</u>		\$34,000	TOTAL	\$135,800
Media Publicity	3,000			
Materials	15,000			
Mailing	6,000			
Presentations	10,000			
<u>Preparation Coordination</u>		13,000		
Communications	3,000			
Data Management	10,000			
<u>Event Facilitation</u>		\$34,200		
Speakers Fees	\$ 1,500			
Facility & Equipment	3,000			
Participant Materials	1,500			
Local Travel	1,800			
Project Exhibits	6,000			
Reception	3,000			
Banquet	5,000			
Workshop				
Facilitation	10,400			
Document Production	2,000			
TOTAL		\$135,800		

RURAL DEVELOPMENT DIVISION, SOUTHERN UNITED STATES

BUDGET

EXPENSES	Line Item	Cost	Sub-total	Source	Amount
Project Research			24,000	100 Participants Fees	24,000
Evaluation Team		25,000		60 Participants	
Travel				Organizations	21,000
Project Evaluation		34,000			
Project Research				Sponsors	23,000
6 x 100		3,600			
<u>Participant Recruitment</u>			24,000	TOTAL	215,000
Media Expenditure		3,000			
Materials		12,000			
Printing		6,000			
Presentations		10,000			
<u>Registration Coordination</u>			13,000		
Communications		3,500			
Data Management		10,000			
<u>Event Registration</u>			234,000		
Speakers Fees		2,500			
Facility & Equipment		3,000			
Participant Materials		1,500			
Local Travel		1,200			
Project Materials		6,000			
Registration		3,000			
Refreshment		2,000			
Workshop		10,400			
Facilities		3,000			
Document Preparation		3,000			
<u>TOTAL</u>			234,000		

A. SECURING PARTICIPATION

In order to secure the necessary participation to win on the Area Houston Rural Development Symposium, it will be necessary to 1) recruit a wide range of co-sponsoring organizations who will in turn provide funding, participants and services; 2) conduct a funding campaign in each region to obtain the designated amounts of the budgets from particular co-sponsors. 3) confirm keynote speakers as rapidly as possible in order to use their names as drawing cards; 4) draw a set of guidelines defining the role and function of participants, where and how they will be sought and the catalytic role co-sponsors will play in their recruitment.

B. MARKETING SYSTEM

Participation in the R.D.S. at the organizational level will be insured through systematic marketing. This will be done through creating a brief or brochure about the event at the Area level. Creating an organizations' participation list at the regional level and designing global film events and the investment rationale (what an organization might expect to get out of participating in R.D.S.), which will build interest and positive responses.

C. AREA CORPORATENESS

Each region in Area Houston will have a set of common responsibilities toward the R.D.S. which the Regional Teams will mobilize to do. Each region will plan to send troops into Memphis to assist in the set-up of the R.D.S. to be scheduled with Memphis and Area. A specialty arena of responsibility will be assigned to each region to augment the R.D.S. ex. computerization to Dallas, keynote speakers and research mechanism to Atlanta, media coverage to Houston. The coordination will be handled with a task force in each region and a representative to an Area Coordination Task Force, which will meet monthly.

D. THE GREAT THINK

A Think tank collegium will launch the conceptualizing of the R.D.S. - SOUTHERN STATES. The products will be communicated to all regions immediately and will delineate: 1) a definition of roles and relationships for the RDS including a grid of co-sponsors with stated examples; 2) the RDS format; 3) the interview format; 4) the Symposium documentation plan and 5) the budget.

E. ORGANIZATIONAL PLAN

The organizational gameplan marking the first phase of Area Houston's prep for the IERD in Feb. 1984 will include a comprehensive timeline developed following the October Area Task Force meeting, an assignment rationale including regional team roles and special assignments, accountability checkpoints in Nov. at the Vocational Journey Lab pilot in Baton Rouge, and December at

MARKETING PARTICIPATION

In order to secure the necessary participation to win the Area Position Rural Development Program, it will be necessary to i) recruit a wide range of co-sponsoring organizations who will in turn provide funding, personnel and services; ii) conduct a funding campaign to both recruit and obtain the assigned amount of funds from both major co-sponsors; iii) recruit keynote speakers as rapidly as possible to ensure that their names are known widely; iv) draw a list of potential exhibitors and determine of possible grants, awards and how they will be used; and v) the catalytic role co-sponsors will play in their recruitment.

MARKETING SYSTEM

Participation in the R.D.S. at the organizational level will be insured through systems to marketing. This will be done through creating a list of exhibitors, personnel lists, the Area level, creating an organizational, promotional list at the regional level and developing global film events and the investment rationale that an organization might expect to get out of participating in R.D.S., which will build interest and positive responses.

AREA COORDINATION

Each region in Area Position will have a set of coordinators responsible toward the R.D.S. which the Regional Teams will coordinate to do. Each region will plan to send groups of exhibitors to assist in the setting of the R.D.S. to be held in the Memphis and Area. A specialty area of responsibility will be assigned to each region to support the R.D.S. in cooperation with exhibitors, keynote speakers and research materials to Atlanta and to Boston. The coordination will be handled with a task force in each region and a regional five man Area Coordinator Task Force which will work monthly.

THE GREAT THING

A think tank collection will launch the development of the R.D.S. - SOUTHERN STATES. The product will be communicated to all regions immediately and will delineate in a delineation of roles and relationships for the RDS and other kind of co-sponsors with stated examples; ii) the R.D.S. format; iii) the interview format; iv) the R.D.S. documentation plan; and v) the budget.

ORGANIZATIONAL PLAN

The organizational plan will be developed in the first phase of the R.D.S. step for the R.D.S. in 1984 which includes a complete narrative timeline developed following the October 1984 Task Force meeting, an assigned national including regional coordinators and special assignments, accountability schedule in November, the regional journey plan in Boston for the December 1984.

the Area Council in Houston and in January at the facilitators training in Memphis. A regular communication schedule will be enhanced by the use of on-line systems.

F. PUBLICATION MATERIALS

The intent is one regions specialty will be the creation of publications. The RDS brief will be printed and distributed. Marketing materials including an "all purpose" brochure, several mailings to keep interested individuals and groups up to date on the planning of RDS and formal invitations to appropriate groups will be coordinated to professionally convey RDS imagery. Audio visual aides will be obtained or created to support the presentation of the IERD-RDS story. One may be a video-tape for each Region, a second might be an imaginal timeline of the IERD to be used as a decor piece in each house and another may be a presentation booklet or portfolio to be used to portray the RDS imaginatively. This could, in fact, be an audio-visual slide presentation that would be a forerunner of the presentation displayed at the RDS. The documentation of the RDS itself will also be published and can involve other groups in putting it together, printing and distributing.

G. PRACTICAL ARRANGEMENTS

The intent is to assure appropriate practical arrangements for the Mid-South Rural Development Symposium. Memphis House and area representatives will research facilities and hear feedback from regional co-sponsor visits done in Week 2. A decision about site and date will be made by phone by the end of October. A decor design will be done in November, equipment and materials from co-sponsors will be checked by Memphis and the E.T.s in December for adequacy. In January facilitators will be named and trained.

Area Houston
RDS Task Force

October 9, 1982

RURAL DEVELOPMENT SYMPOSIUM
SOUTHERN STATES

WINNING FACTORS

WINNING IMAGES

WINNING ACTIONS

Securing Participation

- . Recruiting Co-sponsors
- . Developing Funding
- . Participant Guidelines
- . Confirming Keynote Speakers

The Great Think

- . Think Tank Collegium
- . Regional Communication
- . Concept Paper
- . Roles & Relationships
- . RDS Format
- . Interview Format
- . Documentation Plan
- . Funding Budget

Organization Plan

- . Comprehensive Timeline
- . Assignments Rationale
- . Accountability Checkpoints
- . Regular Communications

Marketing System

- . Target Organizations
- . Global Film Events
- . Area Brochure
- . Anticipated Benefits

Publication Materials

- . RDS Brief
- . Marketing Materials
- . Audio-visual Aids
- . Event Product

Area Corporateness

- . Common Regional Responsibility
- . E.T.s to Memphis
- . Regional Specialites
- . Area/Region Coordination

Practical Arrangements

- . Site Selection
- . Date Decision
- . Materials & Equipment
- . Arrange Facilitators

COMMUNITY DEVELOPMENT

2000-2001

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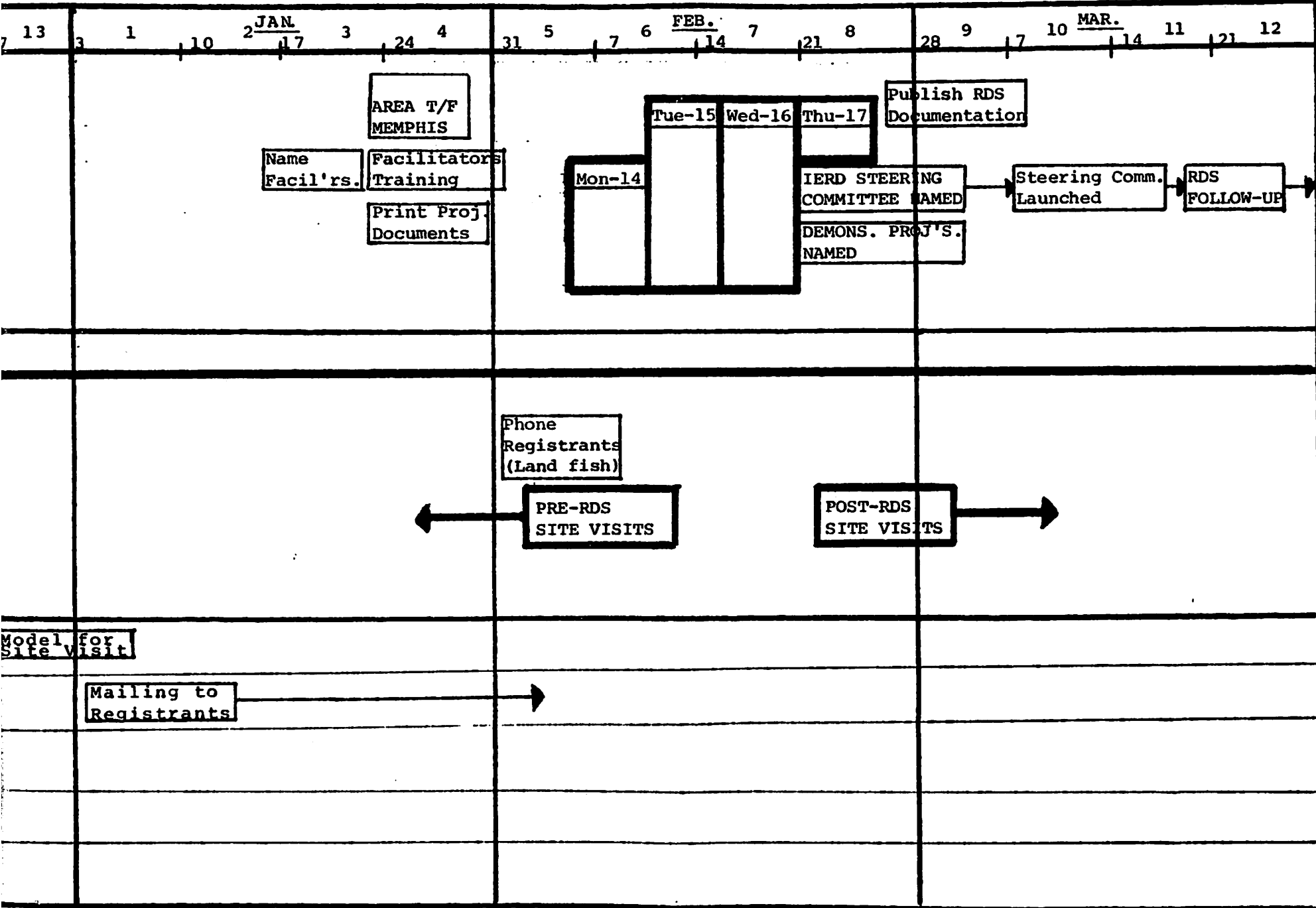
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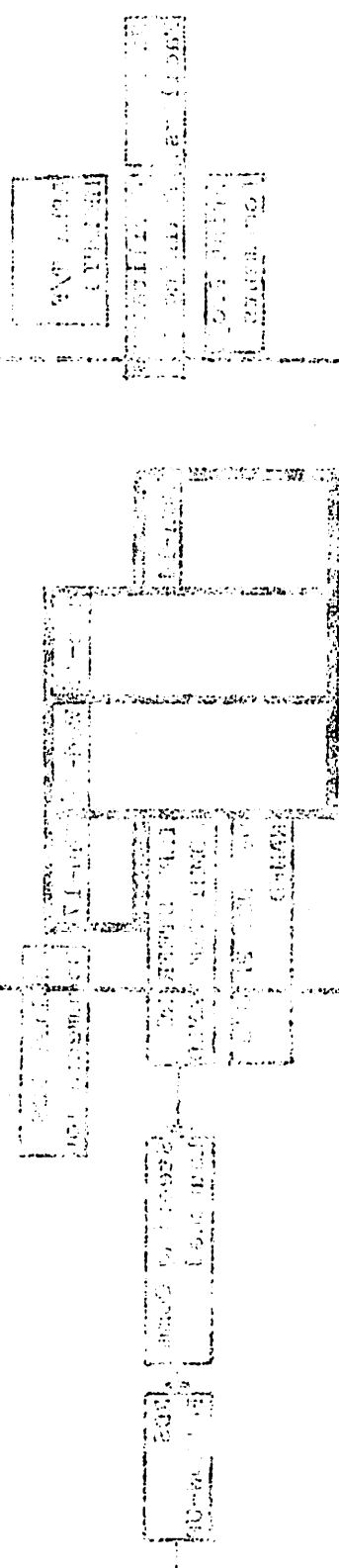
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COMMUNITY DEVELOPMENT



UNIT PLAN FOR THE MONTH OF AUGUST

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