Creating New Strategies for Rural Places

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Game: Team Build

Rules:

Break into groups of three

Each group receives “User, Need, and Constraint” cards

Groups have 5 minutes to create a solution using the supplied materials

Each group has 10 seconds to present their solution
Goal: Audience members will be able to reframe community issues leading to more relevant & creative solutions

Agenda:
- Motivation
- Reframe the Issues
- PCEDC
- Practice and Application
Motivation:

Rural Illinois faces unique challenges that require unique solutions.

Economic Development is constantly changing. What worked 50 years ago rarely, if ever, works today.
Population

93 of Illinois’ 102 Counties have lost population since 2010

Source: IllinoisPolicy.org (US Census)
Wealth

2017 Childhood Poverty Rates By County In Illinois

Source: The Annie E. Casey Foundation - Kids Count Data Center (US Census)
Health

2017 Access to Healthcare
By County In Illinois

Source: Governor’s Rural Affairs Council - Annual Report (IIRA)
The Problem:

These challenges are BIG and too overwhelming for communities to tackle
The Strategy:

Reframe issues using the “User, Need, Constraint” model.

Issue: “Astronauts have a sweet tooth”

Reframe: “Nasa needs a way to deliver sweets in space”

Solution: Freeze dried ice cream!
Issue: Workforce

The median age in Pike County is 43 years old and “there are not enough workers to fill the positions already available.”

Reframe:
Businesses need a way to recruit young workers that is affordable.

Programs:
Work Ready; Virtual Job Fairs; CEO; Capstone Program; Workshops and Job Fairs
Issue: Population

“The population in Pike County peaked in 1975”

Reframe:
Pike County needs a way to create a higher quality of place that is welcoming and modern.

Programs:
Picture Pittsfield (IIRA MAPPING), Housing Workshops; Tourism; Accommodation Tax
Issue: Opportunity

“We need more quality employment opportunities in Pike County”

Reframe:

Pike County needs a way to promote entrepreneurship that is encouraging and approachable.

Programs:

Small Business Development Workshops; Job Fairs; Incentives; Site Selection; Hemp Workshop; Advantage Incubator
INDUSTRIAL HEMP PRODUCTION

Date: January 10, 2020
Time: 1:00 pm to 3:00 pm
Location: Pike-Scott Farm Bureau
1301 E Washington St.
Pitfield, IL 62063

Topics to be discussed include:
10min Activity:

- In your groups, identify one concerning trend or challenge facing your communities.

- Reframe the challenge using the “User, Need, Constraint” model and write it at the top of your paper.

- As a group identify as many solutions to the challenge as possible. There are no wrong answers!
Thank You!

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