

WHAT ARE OUR RESPONSIBILITIES IN OUR CORPORATIONS, CIVIC AND GOVERNMENT INSTITUTIONS, AND AS CITIZENS OF THE REGION?

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Key Discussion:

Our region needs to engage in a broader and diverse group of people to help make this a vibrant community.

Questions to be answered:

- How can we connect people and get them engaged?
- Can we connect around dispersed communities?
- Do we know the community values?
- What are the methods to get issues out considering the barriers of social involvement?
- Do we need renowned athletes or champions to lead the masses?
- What is motivating our region? (i.e. Clean air to breathe, food & water, sex, sleep, health, security, employment, family, friendships, self esteem, creativity).
- How to engage people in social capital?
- What is holding us back?
- What will pull everyone together?
- Do we have a conflict in our priorities?

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Where is this issue in the "Six Steps to Civic Innovation?"

This group of Civic Innovators concluded the region is currently on Step 1: *Identify and Define the Civic Issue*.

Innovative Solutions to Moving to the "Next Step"

1. Identify region's markets:
 - Time in Location, Age, Income, Subculture, Education
2. Determine what engages people – it drives behavior.
3. Engage a broader group of people.
 - Champion a cause – engage politicians, power brokers and/or well-known pro-athletes, i.e., Mayor Jacobs/Dyer; Jeff Turner/Dwight Howard, etc.
 - 80/20 - engage the active communities first, it is the easiest.
4. Get people involved in something they care about.
 - Return on investment
5. Create group collaboration, to increase the power of voice.
 - We are a patchwork of cultures & demographics
6. Community Campaign
 - Identify strata of support & agenda with milestones & branding (existing organizations recruited)
 - Find out the methods to get issues out.
7. Connecting around dispersed communities
 - Culture
8. Community service hours for students

What's next?

To do a specific pledge, a community pledge of engagement.

Need to identify "Champions" of this effort.