

JACKSON2020

Leading the way to a brighter future

COUNT ME IN!

Please add me to the Jackson 2020 contact list.

Name: _____

Email: _____

Street Address: _____

City/State/Zip: _____

Optional:

I would like to join the following team(s)

- Safe Community
- Arts, Cultural & Recreation
- Economic Workforce & Development
- Health & Well Being
- Education
- Government Efficiency & Effectiveness
- Community & Social Supports

We are Jackson County, Michigan



WHAT WILL WE ACHIEVE?

That is up to you. Each of the seven strands has developed goals and strategies, and each of them could use your help. Check them out and join the one - or the ones- that most interest you.

Even if you cannot commit to joining and working, you can help.

- Keep informed. Check our website frequently to see what we are doing. All too often, good ideas are killed by ignorance. All too often, false rumors are spread but difficult to combat. If you know what is happening, you can speak up and correct those falsehoods and spread the good work being done.
- Keep positive. Self-deprecating comments are common in smaller towns; they can also be extremely destructive. By virtually every measure, Jackson is a great place to live, work and raise a family. Are you talking about it that way?
- Keep talking. Jackson 2020 wants to hear and understand all voices. We are one big community, and every voice counts.

WHAT HAVE WE ACHIEVED?

Jackson 2020 has created or catalyzed the following:

Jackson County Asset Map

www.jacksonassetmap.com

Paint the Town:

www.facebook.com/#!/jackson2020

MindMixer

www.ideas.createjackson2020.com

Cradle To Career C2C

Unveiling Tues, 2/19, 5:30pm, Michigan Theater

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Introductory Brochure
February, 2013

www.CreateJackson2020.com

An interesting thing happened on the way to year 2020. And it all started because of a problem with meetings.

Over the past few years, several vibrant community conversations were creating a critical mass for change. Many different groups were working to address various issues in various ways, with varying results. And the leaders of several different organizations found themselves participating in an increasing number of those meetings, repeatedly discussing the same things with slightly different groups of people.

We organized a meeting to discuss this problem with meetings. We agreed that many of these initiatives were achieving impressive results. But when it came to the really big issues, we were losing ground. Too many families were living in poverty and strife, with too little job growth. Too many kids were not entering college, nor even finishing high school. Our safe, quiet streets seemed increasingly punctuated with gunfire.

Our experience with collaborative efforts had taught us some useful lessons. So as we continued to meet to discuss the problem with meetings, our conversation drilled down to a few core truths, values and objectives.

We agreed:

- we are all responsible for building our community. It will be as good as we make it; and because we are facing some huge challenges and want large-scale improvements, it's going to take a lot of us.

- our resources, and results, are maximized when we all work together. Aligning and coordinating and consolidating the many groups working on the same issue is necessary to achieve the change we want. And our processes must be open, transparent and democratic.

- the best way to achieve change at this scale is to organize under a broad, shared goal. All voices are welcome in that conversation, as we then develop specific strategies to achieve those goals, identify lead organizations and roles for other participants, and hold each other accountable for meeting our goals.

- this is dangerous work. It will be hard, slow, and frustrating. We will have setbacks, make enemies, and endure a whole lot of critics. But it is also necessary work, because our fates are all linked and intertwined by community. When our neighbors and coworkers and the strangers across town do better, we all do a little better too. When they hurt, we hurt.

- now is a critical time. We have a very real opportunity to succeed, and we have the resources.

- and we all agreed that **Collective impact works.**

So we got to work. We analyzed the strategic plans of all sorts of institutions, organizations and groups. We identified seven broad goals which were consistently identified in those strategic plans, and vetted these goals and our proposed structure in several open community forums. We were joined by a lot of community members who enthusiastically came on board and got to work. We have defined the community that we will build over the next few years.

Welcome to Jackson 2020.



The seven strands of interest to Jackson 2020:

Safety

Arts, Cultural and Recreation Opportunities

Economic & Workforce Development

Health & Well Being

Education

Government Efficiency & Effectiveness

Community & Social Supports

**An eighth area of interest is
The Big Idea**



Many successful communities have constructed something unique, something which solidifies the community's identity, boosts the pride of residents, and often supports economic development. One town wrote and developed a dramatic production of its history, which is presented each summer to huge crowds. A tourist town lost significant business when killer bees began migrating through it each summer, so they built a giant bee statue and museum and are now visited by tourists and scientists alike. One man buried some old Cadillacs hood-down on his ranch, and is now visited by busloads of tourists daily.