Rural “Adjacent Possible” Innovation: Systems Thinking for Collective Impact, Beyond the Health Sector

Presented to the

Iowa Center for Rural Health and Primary Care Advisory Committee

March 7, 2016
The University of Iowa College of Public Health
Iowa City, IA

Charles W. Fluharty
President & CEO
Rural Policy Research Institute
Four Rural Considerations

I. Our “Disruptive Milieu”

II. Systems Thinking Re: Rural Advantage

III. Regional Rural Innovation

IV. New Rural Opportunities
CITIES ARE GOOD FOR YOU

LEO HOLLIS

THE METROPOLITAN REVOLUTION

NEW CITIES AND METRO'S ARE FIXING OUR BROKEN POLICIES AND FRAGILE ECONOMY

BRUCE KATZ AND JENNIFER BRADLEY

SMART CITIES

ANThony M. Townsend

BIG DATA, CIVIC HACKERS, AND THE QUEST FOR A NEW UTOPIA

REWIRE

Digital Cosmopolitans in the Age of Connection

ETHAN ZUCKERMAN
LEAVING THE LAND

China’s Great Uprooting: Moving 250 Million Into Cities

Articles in this series look at how China’s government-driven effort to push the population to towns and cities is reshaping a nation that for millenniums has been defined by its rural life.
II. Systems Thinking Re: Rural Advantage
Eight Forms of Rural Wealth / Health

- Physical
- Financial
- Natural
- Human
- Intellectual
- Social
- Cultural
- Political
The Framework for Regional Rural Innovation

Critical Internal Considerations

- Wealth Creation, Intergenerational Wealth Retention, and Appropriate Wealth Distribution
- Youth Engagement, Retention, and Leadership Development
- Social Inclusion and Social Equity Considerations
- Specific Attention to Social Mobility and Inequality
What is Demanded?

1. Asset-based development
2. Regional frameworks
3. Regional Innovation Policies Which Align Rural and Urban Interests
4. Support for New Intermediaries
5. Attention to Working Landscapes


7. Addressing Spatial Mismatch in Key Sectoral Alignments

8. Innovative and Linked Investment Approaches Which Enhance Jurisdictional and Cross-Sectoral Collaboration
Three Questions:

Innovating What?

Diversifying How?

Transitioning Where?
Innovating What?

How “we” consider “us”

How we “see” our region

How we “consider” our options

How we support the “connectors”
Diversifying How?

In our vision of the future

In our sense of possibility

In our actions and alignments

In our new collaborations

In our narrative and networks
Transitioning Where?
Collective Impact

Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations.

By John Kania & Mark Kramer | 90 | Winter 2011
Five Conditions for Collective Impact Success

I. Common Agenda
   ▪ Shared vision for change

II. Mutually Reinforcing Activities
   ▪ Differentiated, but still coordinated

III. Backbone Organization
   ▪ Serves entire initiative, coordinating participating organizations, firms and agencies
Five Conditions for Collective Impact Success (cont’d)

IV. Continuous Communication
- Consistent, open, unmediated

V. Rigorous and Shared Measurement
- Collecting predictive indicators, regional data: then measuring ongoing results consistently
2015 KVEC Area Fall Gathering for Students and Their Families with Hearing and Vision Losses
September 22, 2015

KVEC will be hosting the Fall Gathering for Students and Their Families with Hearing and Vision Losses on October 16th, 2015. This event will be held...

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2014 KVEC Transition Fair
March 27, 2014, Heather Hall on...

View Photo Gallery
Special Thanks to those districts that participated by bringing their students to the fair: Floyd, Leslie, Letcher and Perry.

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2ND ANNUAL PROMISING PRACTICES SUMMIT
Eastern Kentucky Expo Center, Pikeville, KY
October 28, 2015 8:30 a.m. till 3:30 p.m.

The Summit will showcase learning innovation taking place across the east Kentucky region as a direct result of the Race to the Top-District Grant awarded to Kentucky Valley Educational Cooperative and 17 outstanding rural school districts.

Join the Summit Virtually by logging into...

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KVEC BOARD MEETING
SEPT 23TH@ KVEC
OCT 28TH@ EXPO CENTER in PIKEVILLE

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02
2ND ANNUAL PROMISING PRACTICES SUMMIT
@ Eastern KY Expo Center in Pikeville, KY
OCTOBER 28TH, 2015 beginning @ 8:30am
Click here to Register
#ARIpromise15

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01
2ND ANNUAL PROMISING PRACTICES SUMMIT
@ Eastern KY Expo Center in Pikeville, KY
OCT 28TH@ EXPO CENTER in PIKEVILLE
Building Thriving Communities

We connect communities with the resources to grow in economic, civic and social health.

POWER+ INITIATIVE
ECONOMIC DIVERSIFICATION PROGRAM

VISTA! For West Virginia. For You.

$1 million fund for abandoned buildings projects

What is the Hub?

Recent News

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“All great truths begin as blasphemies.”

--George Bernard Shaw
IV. New Rural Opportunities

Culture of Health

Creative Placemaking ([ruralgeneration.org](http://ruralgeneration.org))

Section 6025: New Farm Bill

Unique Iowa Advantages
LET'S COLLABORATE TOWARD THE FUTURE OF OUR RURAL PLACES.

Pop Luck potluck at The Coleman Center for the Arts, York, Alabama; Photo: Nathan Purath
## Iowa Population Dynamics, 2010

### Percent of Iowa Population by CBSA and Rural/Urban Status, 2010

<table>
<thead>
<tr>
<th></th>
<th>UA</th>
<th>UC</th>
<th>Rural</th>
<th>Total</th>
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<tbody>
<tr>
<td>Metropolitan</td>
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<td>Micropolitan</td>
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<td>17.0%</td>
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<td>100.0%</td>
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</tbody>
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**33.7% of the rural population is in Metropolitan Areas**

Sources: U.S. Census Bureau and OMB
Urbanized Areas and Urban Clusters in the Des Moines-West Des Moines, IA CBSA

## Population Dynamics, 2010
Des Moines Metropolitan Area

<table>
<thead>
<tr>
<th>County</th>
<th>% Urbanized Area</th>
<th>% Urban Cluster</th>
<th>% Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas County</td>
<td>53.1%</td>
<td>16.3%</td>
<td>30.6%</td>
</tr>
<tr>
<td>Guthrie County</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
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<tr>
<td>Madison County</td>
<td>0.0%</td>
<td>32.2%</td>
<td>67.8%</td>
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<tr>
<td>Polk County</td>
<td>94.3%</td>
<td>0.8%</td>
<td>4.9%</td>
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<tr>
<td>Warren Warren</td>
<td>19.2%</td>
<td>38.9%</td>
<td>42.0%</td>
</tr>
</tbody>
</table>

**Total Des Moines Metro Area:** 79.0% 6.5% 14.5%

Sources: U.S. Census Bureau and OMB
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