

ASPIRE JOHNSON COUNTY

Imagining . Inspiring . Impacting a Great Community

A G E N D A **Tilson HR, Greenwood** **January 27, 2016**

- a) Welcoming Comments –
- b) Fundraising Update –
- c) Jeff Mercer, CFO Franklin Community Schools: How local schools are funded
- d) Team updates: Team co-chairs
- e) Wrap up –Dana Monson

Next Meeting: Wednesday, February 24, Johnson County Museum, Franklin

Aspire Johnson County Notes January 27, 2016

Tilson HR, Greenwood

A) Welcoming Comments - Brent Tilson, Dana Monson

Kick off for 2016

The large group meetings will continue to be used for educational purposes.

Round robin introductions

Dana -

- Denver Hutt who ran The Speak Easy was involved with Aspire. She is mentioned today in order to honor her memory and pay tribute to the work she did.
- Janice Bullman has been named Vice President of the new tourism bureau (CVB)
- Aspire appreciates the support of our schools. They speak to all that Aspire is trying to do.

B) Funding Update– Dana Monson

Indiana American Water \$1,000.

County Commissioners \$5,000.

Metropolitan Indiana Board of Realtors 10,000.

Johnson Memorial Health \$10,000.

Community South is sending a contribution

C) Jeff Mercer, CFO Franklin Community Schools: How local schools are funded

- School Business people in Johnson County are top notch.
- Shared background on using Six Sigma.(“Six sigma is a disciplined, data-driven approach and methodology for eliminating defects in any process - from manufacturing to transactional and from product to service.”) from 6 sigma website
- Explained research in finding top 10 schools that looked like Franklin Community. The 10 that were identified are: Plainfield, West Clark, North Lawrence, Concord, Seymour, Greenfield Central, Middlebury, School City of Mishawaka, Jennings County, and Clay Community, Greenwood, Center Grove, and Clark Pleasant were included because they are county schools that are compared with Franklin Community Schools.

C) Jeff Mercer, CFO Franklin Community Schools: How local schools are funded

CONTINUED

Slides from Jeff Mercer's Presentation:

Today's Learning Objectives

- Introduce the mechanics of school finance
- Familiarize you with things you might not know about school finance
- Consider the fiscal health of an organization in a public school setting
- Establish the parameters for what the "new normal" can look like in public education

1

Good Timing Dr. Clendening and Jeff Mercer...

- 2010 State Budget Reduction of \$950,000
- 2010 Internal Budget Reduction of \$1,800,000
- 2011 Internal Budget Reduction of \$785,000
- Circuit Breaker loss begins 2011 (Property Tax Caps). Average of \$2,566,000 annually
- Flat-lined enrollment (Increase of 70 students in past 10 years)

2

School Finance 101

The primary funds established by law for Indiana school corporations are:

1. General Fund
2. Debt Service Fund
3. Capital Projects Fund
4. Transportation Fund
5. Bus Replacement Fund
6. Rainy Day Fund
7. School Lunch Fund
8. Textbook Rental Fund

3

Revenue Sources

Tuition Support: Basic Grant from Indiana Department of Education

- ✓ General Fund
- ✓ Revenue collected from: Sales tax, Individual Income Tax, Corporate Income Tax, Gaming, Miscellaneous
- ✓ September Count Day – Used for July to December Tuition Support
- ✓ February Count Day – Used for January to June Tuition Support

Property Taxes: Used to finance (in large part) the following funds:

- ✓ Debt Service Fund
- ✓ Capital Projects Fund
- ✓ Transportation Fund
- ✓ Bus Replacement Fund

4

Other Revenue Sources: License Excise Tax, Commercial Vehicle Excise Tax, Financial Institutions Tax, Property Tax Replacement Credits

Fund Accounting

Have you heard this... "If you hadn't spent all that money on your Taj Mahal (High School) you'd have enough money to pay _____"

General Fund: Used to record all receipts and disbursements for current operating purposes (salary, benefits, utilities, supplies, etc.)
(91.4% of our General Fund is connected to personnel)

- Debt Service Fund: Used to record all receipts and disbursements:
- All debts related to bond issuance for capital construction
 - A lease to provide capital construction
 - Interest on emergency and temporary loans
 - All debt for funds borrowed for the purchase or lease of school buses when purchased from the proceeds of a bond issue
 - All debt arising out of funds borrowed to pay judgments against the school corporation
 - All debt arising out of funds borrowed to purchase equipment

No ceiling placed on the Debt Service Fund levy

5

Fund Accounting (Con't)

Capital Projects Fund: Used for the following areas among others:

- Planned construction, repair, replacement, or remodeling
- Emergency repair, replacement, or site acquisition
- Purchase, lease, repair or maintenance of equipment
- Purchase, lease, upgrade, maintain, or repair computer hardware or software
- Pay for the services of full-time or part-time computer maintenance employees
- Conduct nonrecurring in-service technology training of employees
- Pay for energy savings contracts
- Utility services and/or property or casualty insurance
- Site acquisition
- Site development

6

C) Jeff Mercer, CFO Franklin Community Schools: How local schools are funded

CONTINUED

Slides from Jeff Mercer's Presentation:

Fund Accounting (Con't)

School Transportation Fund:

The exclusive fund used to record all receipts and disbursements of the school corporation for the payment of costs attributable to the transportation of school children to and from school.

Maximum levy is determined each year (assessed value growth quotient)

School Bus Replacement Fund:

Established to provide funding for the purpose of purchasing school buses to transport school children to and from school.

Levy for Franklin Schools is capped at \$595,730 annually based upon 12 year bus replacement plan

7

Additional Funds

Rainy Day: Typically funded through unspent property tax dollars

- Payment of retirement obligations
- Emergencies
- Payment of utility bills
- Improvements to buildings
- Purchase of land or buildings
- Purchase of equipment

8

School Lunch Fund: Funded through lunch fees paid by student/family, as well as Federal reimbursements for free/reduced students

Textbook Rental Fund: Funded through fees paid by student/family, as well as some Property tax dollars for free/reduced students

Calculating the Local Tax Rate

$$\text{Tax Rate} = \text{Total Tax Levy} / (\text{Total Net Assessed Value} / 100)$$

Example Using Franklin Data:

Transportation Fund (as requested by Franklin Schools)
\$1,943,077 / (1,235,268,435 / 100)

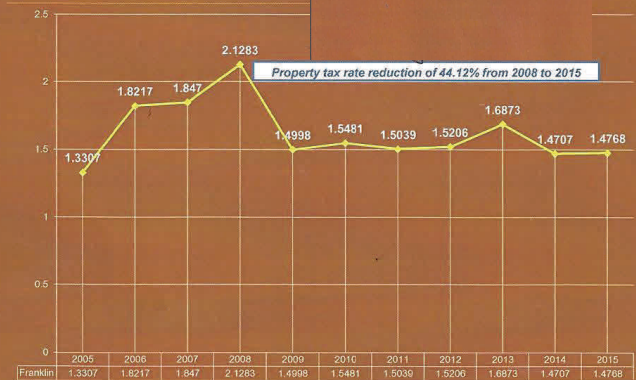
$$\$1,943,077 / 12,352,684.35 = .1573$$

Total Tax Rate for Public Schools:

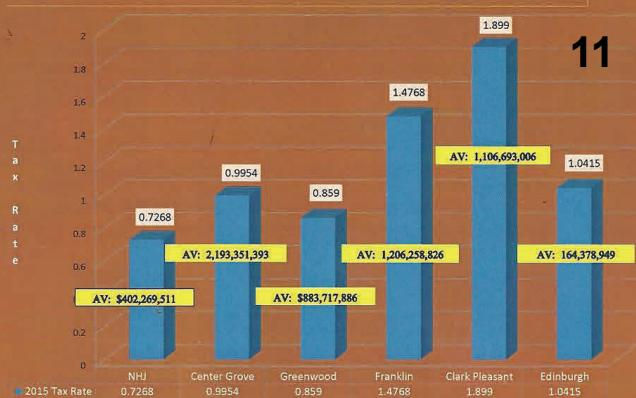
Debt Service Rate + Capital Projects Rate + Transportation Rate + Bus Replacement Rate

9

10 Franklin Schools Tax Rate



2015 Johnson County School Tax Rates and Assessed Valuation



How Do We Assess the Fiscal Health of our Organization?

There are a variety of measures but here are a few of ours:

1. General Fund Operating Balance at year end (7% - 8%)
 1. Minimum of two payrolls
2. Rainy Day Balance at year end
3. Do we have a building maintenance strategy and are our buildings in good repair? (Circuit Breaker)
4. Do we have a bus replacement plan and are our buses in good repair? (Circuit Breaker)
5. Are we able to attract and retain quality employees, in part, through a competitive wage and benefit structure? (Peer Analysis)
6. Are we meeting the needs of students and staff through technology, instructional supplies, equipment, etc.?
7. Are we performing at a high level academically? (Individual Student Growth)

12

C) Jeff Mercer, CFO Franklin Community Schools: How local schools are funded

CONTINUED

Slides from Jeff Mercer's Presentation:

Outlining the Challenges

Franklin Community Schools, not unlike other schools, faced some challenges:

1. Governors budget reduction (General Fund)	\$950,000
2. First FCS budget reduction (General Fund)	\$1,800,000
3. Second FCS budget reduction (General Fund)	\$785,000
4. Circuit Breaker Loss (CPF, Gen. Fund, Bus Rep.)	\$2,566,000
5. Total Reduction / Loss	\$6,101,000

(Approximately 12% of our total budget)

13

Addressing the Challenges

In an environment where there is no margin for error...

1. You must have a problem solving / decision making structure that gives you the greatest chance to succeed
 1. Six Sigma process management with assistance from Cummins
 1. 6 Six Sigma Green Belts currently on staff
 2. Placement of a Corporation Datastician
2. You must be willing to live that structure on issues that require formality (Six Sigma Projects)
3. You must control the projects that you initiate
4. If it works, then stay the course. If it doesn't, then adapt and advance

16

The Consequence of Property Tax Caps

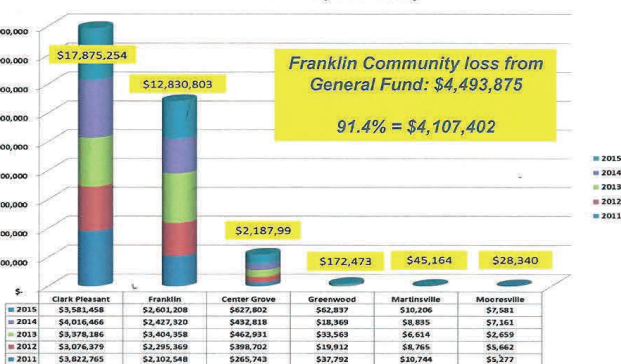
FRANKLIN COMMUNITY SCHOOLS CIRCUIT BREAKER LOSS (2011 - 2015)



Comparing Property Tax Cap Loss

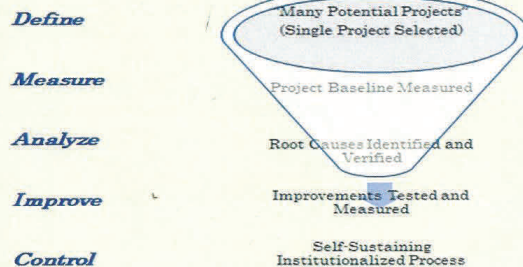
15

Circuit Breaker Loss (2011 - 2015)



The Face of the New Normal for Franklin Community Schools

DMAIC Concept and the "Funnel"



17

Structural Success Through Six Sigma

18

Reduce, Reallocate, or Revenue Generate the requisite funding to create an environment where excellence can be the norm and not the exception, and then deliver the high quality student centered and innovative programming that children in Franklin Schools deserve

Program	Success Metric
Budget Reduction	\$3,500,000
Procurement Card (Rebate program)	\$46,000 annually
Energy Cost Avoidance	\$275,000 annually
Outsource Nursing Services	\$300,000 annually
Cub Academy, Cub Care, Cub Quest	\$150,000 annually
Performing Arts Center	\$50,000 annually
RDC Investment (Safety, Chromebooks)	\$1,000,000

C) Jeff Mercer, CFO Franklin Community Schools: How local schools are funded

CONTINUED

Slides from Jeff Mercer's Presentation:

Ancillary Six Sigma Projects

1. Literacy – Across the corporation

2. Special Education – Low density / High need

3. Transportation – Driver shortage

4. Chromebooks – Distribution and future planning

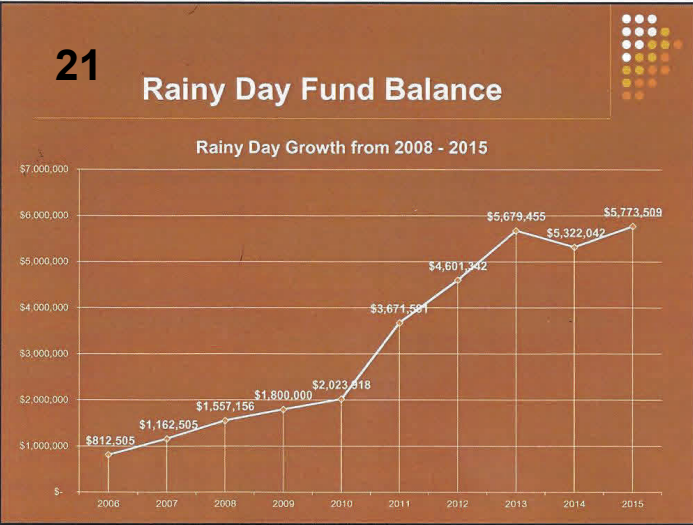
5. Peer Analysis – Top ten schools that are funded similarly

6. Artcraft Theatre - \$375,000 for HVAC from RDC

19

Post-Budget Reduction/Circuit Breaker Performance

	2006	2007	2008	2010	2011	2012	2013	2014	2015
Creekside Elem.	B	B	D	D	A	C	A	A	A
Needham Elem.	D	D	D	D	D	C	B	A	A
Northwood Elem.	D	D	D	A	B	C	A	A	A
Union Elem.	B	A	A	B	B	C	B	A	A
Webb Elem.	D	D	A	B	B	B	A	C	A
Custer Baker Inter.				C	C	B	A	A	A
Franklin Middle School	D	D	D	D	A	A	C	A	A
Franklin High School	D	D	D	F	C	B	B	B	B



Questions and Discussion

- Jody - asked about differences and debt service
- Ron - How has your food service been able to improve their financial situation?

Jeff - The director has increased efficiency, used government programs to the best advantage, and does catering as some of the contributing factors. Franklin does not want to raise lunch prices.

- Bea - mentioned TIF districts and gave an example of groups working together

Doug asked about assessed valuation and property tax rate.

- Pat - Have you looked at keeping low income development out?

Jeff - The school corporation does work with the mayor. Dark stores also impact school dollars.

- Forest - mentioned balancing actions to bring in new industries and the influence these actions have on the tax base.
- Ron - Growth quotient is the same for schools as for the county.
- Larry - Is there a way to create a funding formula that would be fair to all schools?
- Jeff - stated that it was a very difficult process.
- Doug commented on private/ public revenue platforms and the fact that when space is leased there is a need make a profit.

Ray - If you have to go to the public for a bond or referendum, what can you do?

Jeff - Franklin does not want to have to have a referendum. Some schools that do hire a trained professional to do the work. It takes a large chunk of the superintendents time away from the day-to-day business of running a school corporation.

David - Budget cuts have caused schools to have to become entrepreneurial in order to create world class school systems. Leadership matters.

- Dana - Each school district has its own challenges.

D) Team updates—Co-Chairs

Infrastructure Advocacy Team - Eric and Jody

- New team name Infrastructure Advocacy
- White River Township planning project - had discussion with property owners near Center Grove High School about converting houses to light commercial. They prefer no commercial but there are a few places where it makes the most sense.
- Broadband readiness - team members are researching to determine the best fit for communities
- Looking at incorporating information for White River Township areas: What do they want to be? How will it influence area?

Placemaking Team - Cindy and Samantha

- Jeff is running the group through exercises to identify audience and business opportunities for marketing purposes
- The team is focusing on the audience of Millennials with kids and mirroring it with empty nesters
- Brent - commented that the city of Greenwood has hired a marketing firm to help change/avoid the "Southside Stigma".

Talent and Retention Team - Bev

- The College and Career success Collation (CSC) is using this group as a template for other groups
- Continuing to look for ways to communicate with students and parents about the many employment opportunities that do not require a 4-year degree
- Discussing planning an annual career/job fair that will focus on students and adults at the same time.
- Goals include working with company human resource people to help employers and prospective employees.

E) Wrap up - Dana Monson

NEXT ASPIRE LARGE GROUP MEETING

Wednesday, February 24, 2016

Johnson County Museum, Franklin

Attendee	Organization	27-Jan	24-Feb	23-Mar	27-Apr	25-May	22-Jun	27-Jul	24-Aug	28-Sep	26-Oct	Nov Appreciation Reception	Dec Happy Holidays
Adam Small	Digital Home Info	X											
Anna Murdock	Greater Greenwood Chamber	X											
Bea Northcott	Franklin Education Connection	X											
Beverly Martin	Volunteer	X											
Bonnie Pribush	Volunteer	X											
Brent Tilson	Tilson HR	X											
Brian Wright	CRF, Inc.	X											
Cheryl Morphew	JCDC	X											
Cindy Cook	FCFCU	X											
Dana Monson	JCDC	X											
David Clendening	Franklin Community Schools	X											
Deborah Luzier	GRW Engineering	X											
Don Kinsey	Cat Reman	X											
Douglas Karr	Dk New Media	X											
Eric Vermilion	FCFCU	X											
Erin Sparks	Site Strategies	X											
Forrest Mellott	Volunteer	X											
Glenn Weil	Central 9 Career Center	X											
Janic Bullman	Franklin Chamber of Commerce	X											
Jeff Owen	J Owen Media	X											
Jill Novotny	Franklin College	X											
Jody Veldkamp	CG & Greenwood Magazine	X											
Kathleen Anderson	Upstream Prevention	X											
Kent DeKoninck	Greenwood Schools	X											
Kevin McGinnis	Duke Homes/Development	X											
Larry Heydon	JMH	X											
Linda Gibson	City of Greenwood	X											
Lisa Lintner	Johnson Co. Public Library	X											
Meegan Cline	Greenwood Village South	X											
Michele Ann Graves	Volunteer	X											
Michelle McMahon	Empower Johnson County	X											
Molly Laut	City of Greenwood	X											
Paige Banos	Volunteer	X											
Pat Sherman	Sherman & Armbruster	X											
Patrick Spray	Clark Pleasant Schools	X											
Peggy Thompson-Rutledge	Volunteer	X											
Ray Gonzales	Markey's	X											
Rick Resener	Gemini Productions	X											
Ron West	Johnson County Commissioner	X											
Samantha Bush	Waddell & Reed	X											
Teresa Harwood	Lee & Assoc.	X											
Teresa McClure	Boys & Girls Club of Franklin	X											

Total Board Attendance	43
Guest	1
Total Attendance	44

Aspire Johnson County Notes February 24, 2016

Johnson county Museum Franklin, Indiana

A) Welcoming Comments - Larry Heydon

Round robin introductions

B) Nocole Otte and Tina Gross—Career and Technical Education Panel

Tina -

- This is Career and Technical Education week.
- Background on Talent Team activities

Goals

1. Connect talent, educators, employers , and influencers to provide awareness or better pathways for education and careers
2. Be a convening resource for employers and educators for recruiting and retaining talent

Focus areas

Manufacturing, Healthcare ,and IT

- PowerPoint highlighting past and future plans of the Aspire talent Team

Nicole -

- PowerPoint presentation highlighting the many educational/career opportunities offered at Central Nine Career Center

Tina -

- PowerPoint presentation highlighting the many educational/career opportunities offered at Ivy Tech Franklin Campus
- Stressed the idea that going to college is a business decision

Nicole -

- Introduced the panel members

Tony Wright, Director of Manufacturing & Engineering, Midwest Purification

Hunter Velez, IT, Midwest Purification

Chris Miller, Engineering Manager, Endress + Hauser

Panel members (continued)

Vikki King, Nurse, American Health Network at KYB Clinic

Jenna Lane, Current Medical Assisting student and Intern

Judy Jacobs, WindRose Health

Austin Moore, Production Manager G & H

The panel members

- Gave a background of their educational experiences, many that included Central Nine and Ivy Tech.
- Shared where they were in their careers today and the work experiences they have had from when they started their careers to their current position.
- Two panel members gave credit to teachers who had influenced them in a positive way. - Austin Moore to Darryl Willoughby at Central Nine, Jenna Lane to Mr. Blackwell, retired Central Nine teacher
- Demonstrated to the Aspire members what is possible when you pursue education in a career and technical area of interest.

After the panel presentations, the audience was impressed with the motivation, intelligence, ability to recognize or create opportunity, and career accomplishments of each member of the panel.

Questions and Discussion

Bea - Jenna, current C9 student and intern, what are your career aspirations?

Jenna - Right now I am planning on going to IUPUI and becoming an RN.

Eric - Austin and Chris, what will happen with influence of robotics over the next 5 years? This requires a new skills set.

Chris - Workers need to realize that robotics is not taking away jobs. It is just requiring workers to readapt.

Monica - What would have encouraged you at the middle school level?

Hunter Velez - Self awareness of some of the opportunities out there

Vikki King - Instead of encouraging just the top students to look at higher education opportunities, encourage ALL levels of students to look at education and training after high school. The advice from her middle school son was to have students do what they are interested in.

Questions and Discussion (continued)

Ron - Do you at Ivy Tech survey enrolled students to see who were motivated by work experience to make a job change?

Tina - Ivy Tech does not currently conduct this kind of survey. We do try to make sure employers know the paths for improvement that are available for their employees.

Nicole - Central Nine offers students an opportunity to try out a career/s before becoming a permanent employee.

Don - Maybe the message to middle school students is that there is no 1 straight line path to a career. It is all over the place. Look for opportunity and seize it!

Automation makes a cleaner and safer environment. Automation helps keep jobs here by cutting costs rather than having to resort to hiring low wage workers. This is the future of manufacturing and shows the cutting edge work that is going on in the industry.

Samantha - What is the best way for a high school student to see what Central Nine has to offer?

Nicole - Bus tour with classmates, appointment made through counselor, individual appointment made by student or parent

C) Team updates—Co-Chairs

Infrastructure Advocacy Team - Eric and Jody

- Broadband readiness - team members are researching to determine the best fit for communities
- Looking at incorporating information for White River Township areas: What do they want to be? How will I 69 influence area?
- White River Township planning project - had discussion with property owners near Center Grove High School about converting houses to light commercial. They prefer no commercial but there are a few places where it makes the most sense.
- Dave Hittle has helped a great deal in changing the dynamics in the community. Citizens are beginning to realize that they are being asked what they would like to see happen in their area. This is a great step that Aspire has helped to facilitate.

Placemaking Team - Samantha

- The team has two groups

Promotion- working on events to promote Aspire and Johnson County

Ideas: Dog Walk fundraiser, Johnson County Marketplace in Greenwood, considering tying in with festivals that are already planned

Research - working with other groups to gather data pertaining to placemaking

- wanting to work with the City of Greenwood on research to study the image of the Southside.
- Looking for information on number of college graduates who stay in Johnson County after graduation
- Looking at what is driving population growth
- Hoping to tap into the IUPUI Capstone Project.
- The team is focusing on the audience of Millennials with kids and mirroring it with empty nesters

Talent and Retention Team - Tina

The information was presented in detail at the beginning of the meeting

D) Wrap up - Dana Monson

- Aspire will work hand-in-hand with the tourism commission.
- Jeff and Katie gave an excellent presentation!
- Jeff - The existence of the tourism commission is a great accomplishment. He thanked Ron and Dana.
- Don - There will be a wonderful website. The fact that the web development costs for the first year will be 0\$ is impressive.
- Ron - The first month Innkeepers Tax collection was \$17,600. The group is projecting \$250,000. a year.
- Dana - soft launch of the website will be soon
- David P. - The Johnson County Museum reached a goal of 10,000 visitors last year.

Upcoming events - Victorian Tea March 12, 1:00 p.m.- 4:00 p.m., Wine, Cheese, and all that Jazz April 2, 6:30 p.m. - 9:00 p.m.

D) Wrap up - Dana Monson (continued)

Larry -

- Recognized Judy Jacob's efforts at Windrose and thanked her.
- Structure of the Aspire co-chair position is changing to chair and vice-chair with one year rotation.

NEXT ASPIRE LARGE GROUP MEETING

Wednesday, March 23, 2016

Stones Crossing Health Pavilion, Bargersville

Aspire Johnson County Notes March 23, 2016

Stones Crossing Health Pavilion Greenwood, Indiana

Welcoming Comments - Dana Monson

Round robin introductions

B) Visit Indy 2015 Regional Tourism Impact Report - Morgan Snyder , Director of Leisure Communications

Love Indy 2015-16

Tourism Bureau created in 1923.

Sales and marketing arm

Budget - \$13 million

80% from Capital Improvement Board

20% from partners. There about 700 partners who pay dues in return for promotion in marketing.

Employees - 60 to 62 people in areas of booking, services, marketing operators, housing, president and CEO

Some sales team members are located in Washington D.C. and Chicago.

Tourism is big business.

75,300 people are employed in Marion County because of tourism.

In 2014, 27.4 million people visited Indianapolis. This brought in \$4.5 billion and created 75,00 jobs

Goal for 2025 is to have 31 million visit Indianapolis bringing in \$5.6 billion and creating 96,000 jobs.

A few Indy tourism facts -

Indianapolis International Airport rated #1 in North America 4 years in a row.

Indianapolis rated #1 convention city by USA Today

Visiting friends and family is a huge reason why people come to Indy.

RFRA has hurt Indy. Tourism was down 43% right after action.

Indy Tourism Master Plan

The key is quality of life and the perks that come with it.

People want to travel to authentic destinations.

Thinking needs to be regional in nature.

Tourism affects corporations.

They will help fund tourism because it helps them recruit workers.

Develop iconic events and attractions

Create unique, authentic experiences.

Further leverage Indy Downtown. It is the core

GOAL -

Strengthen regional collaboration.

Make Indy a must SEE

Build supporting infrastructure.
destination

Create a substantial business model.

Establish strong brand identity.

Discussion

Janice - Hamilton County has a strong CVB and would be a good place to start when looking at how to form a tourism bureau

Jody - What goes into numbers algorithm? Morgan will check and let Dana

know.

Michelle - Have you broken out what sports contribute? Morgan will check and let Dana know.

Lisa Lintner - How do you handle showing a year after a banner year?

(ex. Super Bowl, new facility)

Morgan - There is huge education behind ebb and flow of numbers. One of the keys is that everyone in the office meets once a month to understand the numbers.

Ron - Is there negative impact of events on some of the other businesses?

Morgan - A study has not been done on this.

Forest - Does the formula account for incremental cost of public safety?

Morgan - Not usually

Forest - Have the numerous shootings impacted tourism?

Morgan - Yes. Panhandling is another thing that has a huge impact.

Jeff - How do you deal with political entities on issues that affect the city?

Morgan - Visit Indy people work with officials. Candidates are brought in for orientation. After an election, our group continues to educate newly elected officials.

Janice - Could you share the structure of your organizations?

Morgan -

Downtown Indy is the core

Indiana Sports Corporation

Visit Indy Board

Develop Indy

Tourism Tomorrow 501 C3

Chambers of city and state

Cheryl - Who is on the Capital Improvement Board? Is there some kind of shared membership on the CIB and the Tourism Board? Who is on each

board? What aspects of the city do they represent?

Morgan - I will find out and contact Cheryl. We would be glad to host a Johnson County Tourism Board meeting in our office for a powwow.

Eric - Lilly will fund outside of Marion county.

Morgan - Round up big players in Johnson County and see what they need. What image do you want to project?

Cheryl - We know we have an image problem. That is one of the reasons Aspire was started. We need to determine what stories we want to tell to promote Johnson County.

Morgan - Research shows that if you put a name on it, package it with a hotel booking, and a break on tickets people will come.

You might want to do a 2 day retreat.

C) Team Updates & D) Wrap up

Dana - thanked the team co-chairs for the updates at the JCDC Annual Meeting. She also thanked Forest for the wonderful photos.

Each Aspire group will have one new co-chair.

NEXT ASPIRE LARGE GROUP MEETING

Wednesday, April 27, 2016 8:30 a.m.

Beeson Hall Franklin, Indiana

Aspire Large Team Meeting – April 27, 2016

a) Welcome

- Dana Monson

Round robin and written role call obtained.

Dana gave bio information about Greg Williams and his company.

b) Savor Indiana

Greg Williams – AIM Media

- Praised Aspire for success on county-wide efforts.

- 14 counties are growing (mostly donut counties), 24 are treading water, 54 are in decline.

- Millennials – 59% no longer live in their hometown. How do we work on talent attraction and retention?

- It takes 20 positive impressions to overcome one negative impression.

- 98% of the world's population prefer to receive information in a way other than written word. How do you spread the word?

- Storytelling. Think of yourself as Walt Disney and Johnson County as Disneyland.

- Who is your audience?

- o How do you plan to reach them?

- Visual Storytelling

- o Savor Indiana and Extraordinary Indiana

- Walt Disney spent a year telling people about Disneyland before it opened. Opening day was televised live. 90 million televisions tuned in to watch.

- Savor Indiana reaches 3.4 million TV households in Chicago area – largest concentration of site selectors in the nation.

- How can we help Johnson County?

- o TV segments are easily translatable into other languages.

Discussion about what works – how county has worked, or is working, to address problems in the county. Is audience internal or external – both. Want to make sure that we communicate to all audiences. Discussion about piece they did for Rush County – PBS stations throughout the state air the pieces. They make sure to put business owners, entrepreneurs on camera. Those that are located in the county by choice, not chance. (They choose to not use elected officials because people know that politicians are going to say “everything is great here”. May be better to use them for the segments that look towards the future.) Want the pieces to be positive. They tend to have a balance between tourism and economic development. How do measure the results of the efforts – satisfaction of the folks they work for. Discussion about using pieces on social media – organizations can measure reach through social media channels.

What attracted Greg to Aspire? It's a county that is not satisfied, it's working to be better. There is great energy. Keeping the community engaged means we're doing something right.

c) Heather Tallman – Journey Johnson County Callout

- Response to callout for information was quick, but did not fit into the Eat, Play, and Stay categories. Please spread the word and have businesses provide us with this information so we can get them on the website.
- Invitation to send her photos when you are out in the county.
- When you post to social media use the hashtag #JourneyJohnsonCo

d) Co-Chair presentation awards

- Jeff – Challenge is money. Begun to work on action plan for funding for Aspire.
- Kent – Community relationships are a focus they are working on.
- Dana – presented Jody with thank you award for Co-Chairing Growth & Planning Team.
- Dana – presented Tina with thank you award for Co-Chair for Talent Team.

e) Team Updates

- Growth & Planning
 - o Eric – Duties have been divided into teams: Broadband Readiness Team, Alternative Energy Team, East/West Corridor Team, Community Collaborations Team (Community officials to have monthly meetings), and Makers Spaces Team.
- Talent
 - o Bev
 - Tech Round Table, may be part of ongoing Endress+Hauser event. Geared towards middle school students.
 - Career and Job Fair – work with local employers to showcase to those looking for jobs or looking to change jobs, as well as middle school parents. Want to show students and parents the alternative pathways to career outside of college.
 - HR Managers Group, working to formalize the existing informal group. Training and retraining pathways for local employers.
- Placemaking
 - o Cindy – Divided into two subcommittees. Looking for promotional opportunities – events where Aspire can have a visible presence.
 - o Katie – Research subcommittee. Looking at millennials.
 - o Lemonade Day
 - Dana – Entrepreneur opportunity for kids. Promoting this throughout the community and local schools.

f) Wrap Up – Dana Monson

Aspire Large Group Meeting

May 25, 2016

Welcome and round robin introduction

Jeff Owen welcomed everyone to the meeting and conducted a round robin introduction. Owen turned the meeting over to Dana Monson.

Monson talked about Lemonade Day, and said around 400 children participated. The Aspire Placemaking Team visited Indian Creek Middle School and Clark Elementary School to promote Lemonade Day.

Monson introduced the presenters for today's program and gave a brief bio for each.

No Place to Call Home program

Lisa Arnold – Senior Vice President/Chief Operations Officer, Home Bank

Lori Miller – Putnam County "Getting Ahead" Coordinator

Dave Sever – KIC-IT (Kids in Crisis-Intervention Team) Board President

Dave Sever

How can we as community members address poverty and help the less fortunate in our community? Free lunch, poverty, and homeless rates in Johnson County have grown over the past few years.

[PowerPoint Presentation]

321 students in Franklin have been identified as homeless, and Center Grove is likely to increase. Each school is required to have one representative to identify and advocate for homeless students. Only Franklin has someone full-time in this position, other school districts add the job on to someone's existing responsibilities.

Kent Dekoninck – McKinney-Vento Law requires that we provide transportation for kids. Kids may be displaced but the goal is to make sure that there is no disruption in their education. Greenwood has two buses that transport homeless children.

Sever – KIC-IT works with kids ages 16 – 25. Drop in center in Franklin, behind Franklin Community Schools Administration Building. Provide them with food, vouchers to Lord's Cupboard if they need clothing, as well as life coaching – setting goals and budgets.

Johnson County is the only county in the metro area and surrounding counties that does not have a program to address homelessness. We are now working with United Way to create a program that addresses this issue.

Nancy Plake, United Way director - Board has agreed to hire KIC-IT as coordinator and Gateway Services will be fiscal administrator.

Lori Miller – Greencastle Transformers, Bridges Out of Poverty

Looking at causes and solutions in regards to poverty. Individual, Institution, and Community can create barriers to breaking out of poverty. What do we see: Appearance and Actions are what we see, but Situation/Context and Motivation can also be factors in poverty.

Those in poverty think about food, time, and resources differently. Poverty is not only a lack of money, but a lack of resources.

Getting Ahead Coalition: Child Care Task Force and Employer Resource Network
Beyond Homeless: Providing MORE than just housing for women and children

Lisa Arnold – Bridges Out of Poverty – Morgan County

7,500 individuals in poverty, 3,000 of which are children. 45% of students in Martinsville are on free or reduced lunch. Home Bank gives back 10% of profits to the community, above and beyond partnerships and sponsorships.

What Morgan County did: community forums; multi-sector steering committee; strategic planning; certification training for Bridges, Getting Ahead; poverty awareness; and fundraising.

Continued efforts: cultivation of volunteers; Bridges training for businesses, agencies, and institutions; Stability First – created a shelter for single women, which fills a gap in homeless services; Morgan County Housing Network

Sever – Encouraged everyone to register for the Philip DeVol presentation and a call to action to invite others to attend.

[Flyer attached]

- Franklin Schools: Schools are starting to look at McKinney-Vento grant opportunities, numbers may increase as schools becoming better at identifying homeless students.

Journey Johnson County website preview

Don Cummings - Website started as a Leadership Johnson County project in 2008. Johnson County was the only county without a website letting people know what the county had to offer to visitors and residents. Goal was to show people that there were reasons to come into the county and enjoy what we had to offer.

Monson unveiled new JJC website. Gave overview of categories and showed events calendar.

Heather Tallman – Call to action to get businesses that fall into the “Eat, Play, Stay” categories to submit their information and photos for the website. Please ‘Like’ the Journey Johnson County, Aspire, and JCDC Facebook page. Please also share and invite friends to like the JJC page.

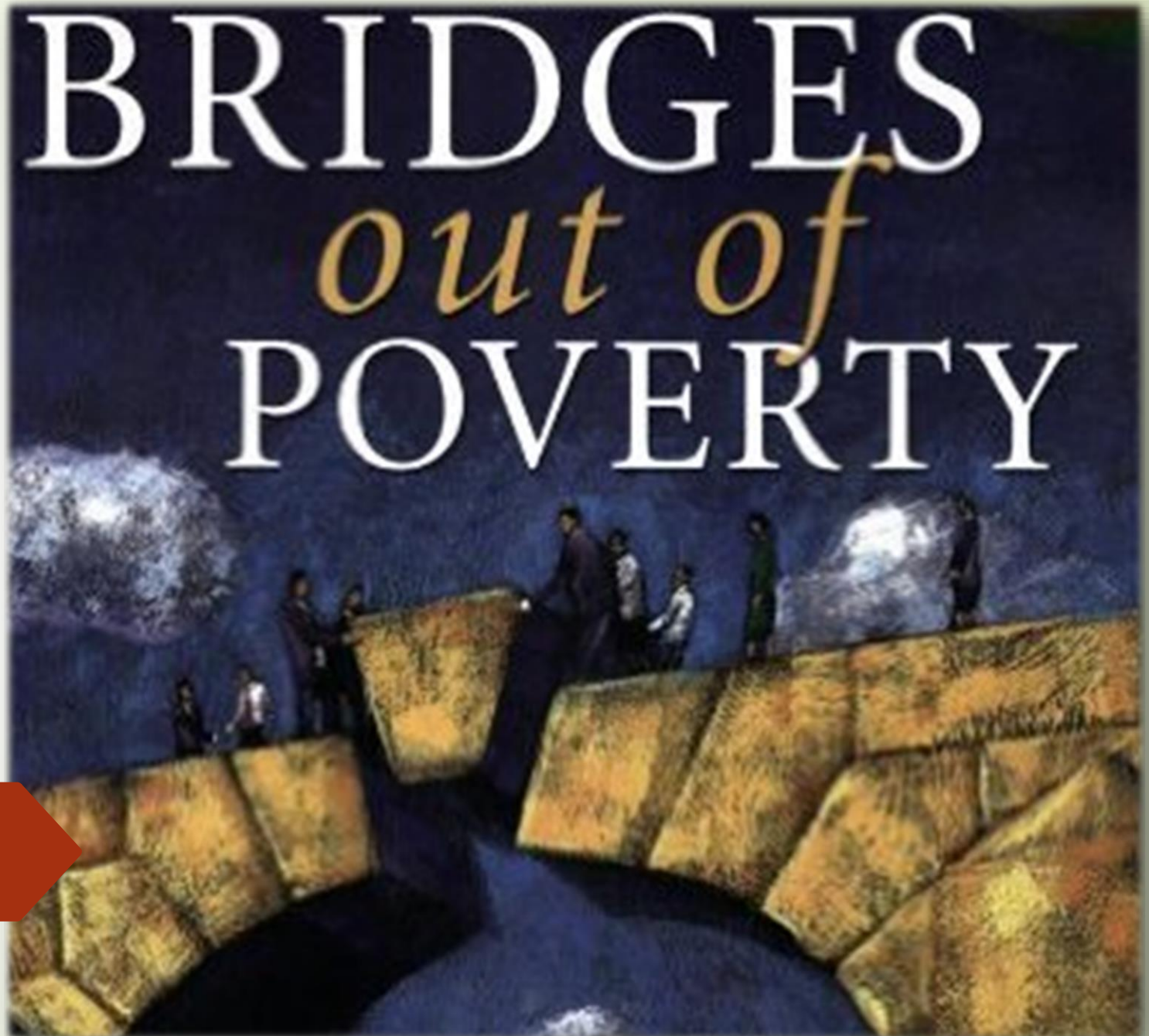
Wrap up

Monson – 3 Leadership Johnson County teams created projects that will be housed on the Aspire

website. Explore Johnson County Childcare and Explore Johnson County Trails. And the third team created short videos featuring several of the Johnson County Communities.

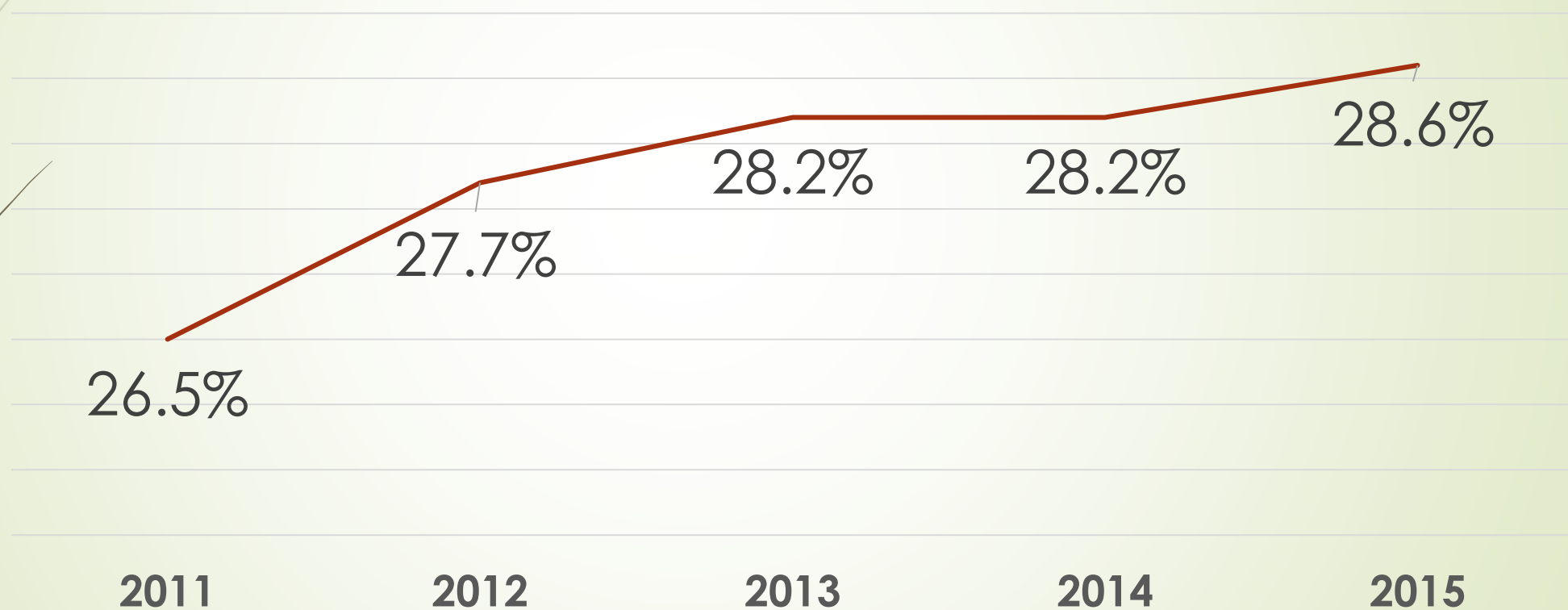
Strategies for
Professionals and
Communities

From the research of
Dr. Ruby Payne



Percentage of Students Qualifying for Free Lunch

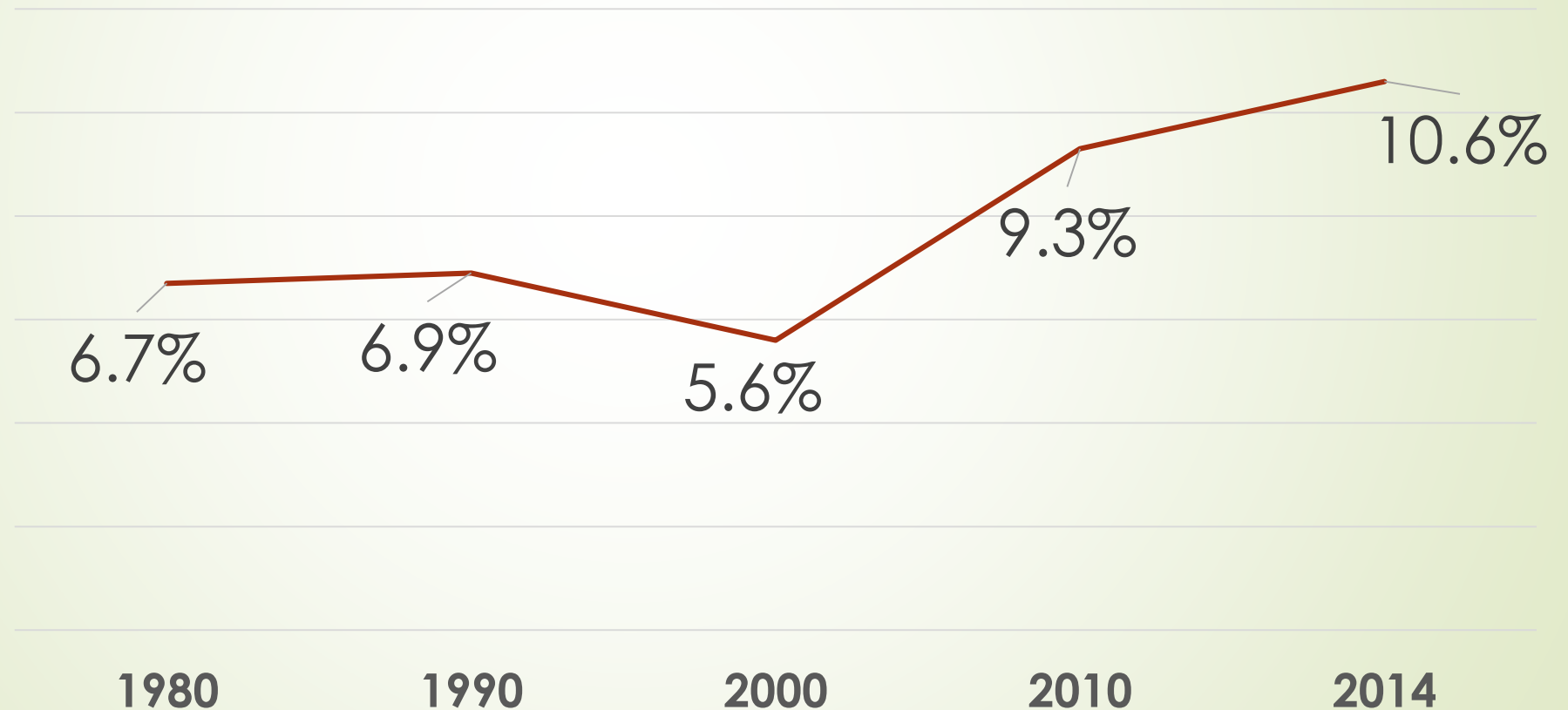
Johnson County, Indiana



Source: <http://datacenter.kidscount.org/>

Percentage of Population in Poverty

Johnson County, Indiana



Source: www.census.gov



Number of homeless school-age children

Johnson County, Indiana

School District	2014-15
Edinburgh	13
Clark-Pleasant	41
Greenwood	114
Center Grove	134
Franklin	254
Total	575

Source: Indiana Department of Education

Johnson County Resources for the Homeless

Kids in Crisis— Intervention Team

Serving ages 16—25



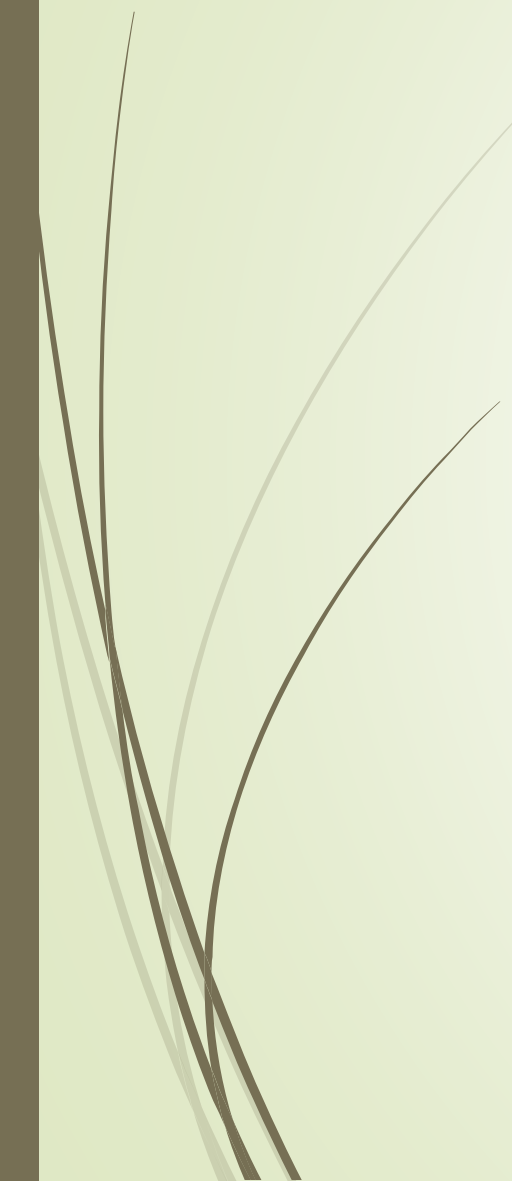

No Place to Call Home



Johnson
County United
Way Initiative

To be administered by **KIC-IT**

- Coordinated Entry
- Case Management Coordination
- Coordination of Existing Housing Resources



“We can neither excuse persons from poverty nor scold them for not knowing; as individuals we must teach them and provide support, insistence, and expectations.”

- From ***Bridges Out of Poverty*** by Ruby K. Payne,
Philip DeVol,
Terrie Dreussi-Smith

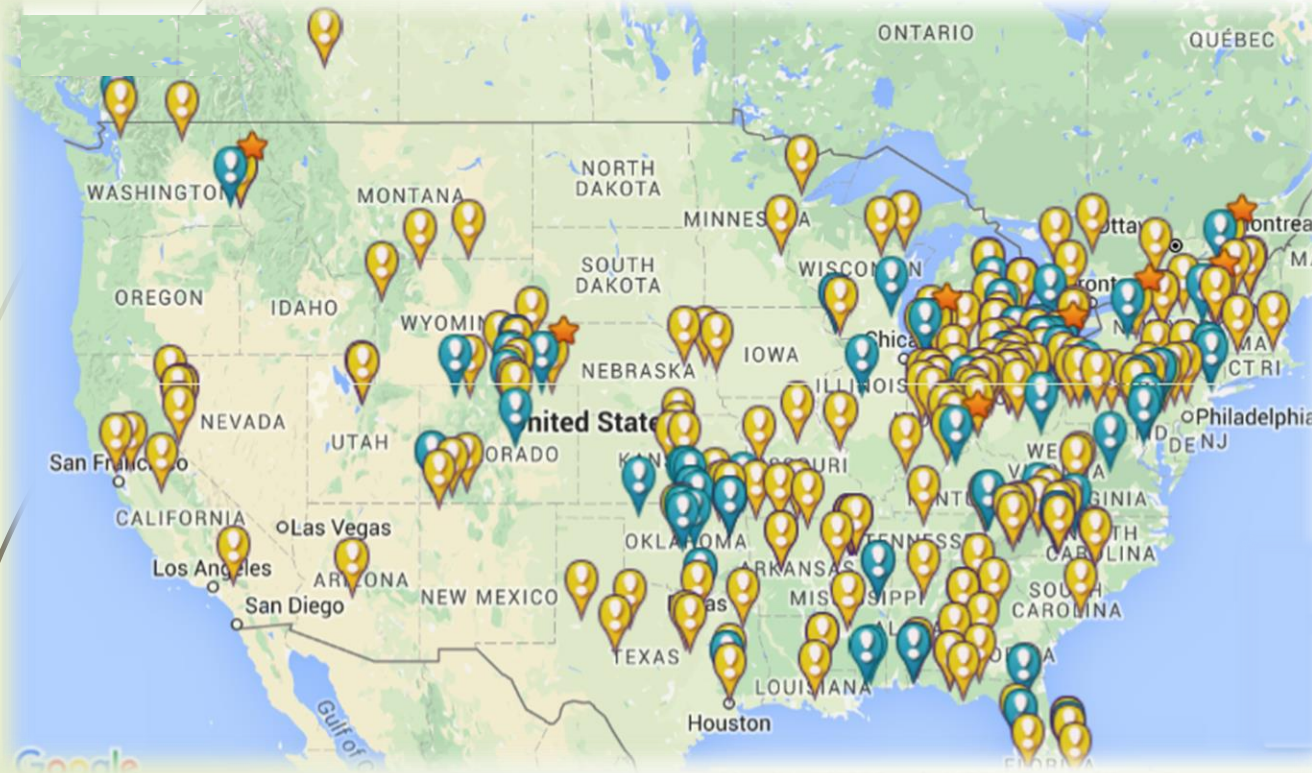


Dr. Ruby K. Payne

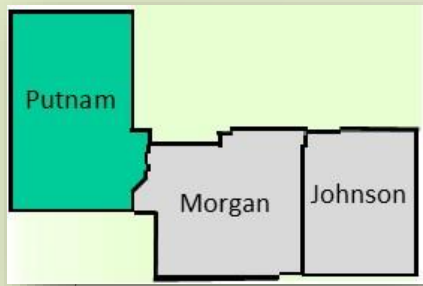
www.ahaprocess.com

Poverty, middle class, and wealth are about an abundance or lack of resources. The work of **aha!process** helps individuals, businesses, students, and communities build resources for a more successful, sustainable future

aha! Network Locations



- **Putnam County**
 - Lori Miller
- **Morgan County**
 - Lisa Arnold







Greencastle Transformers

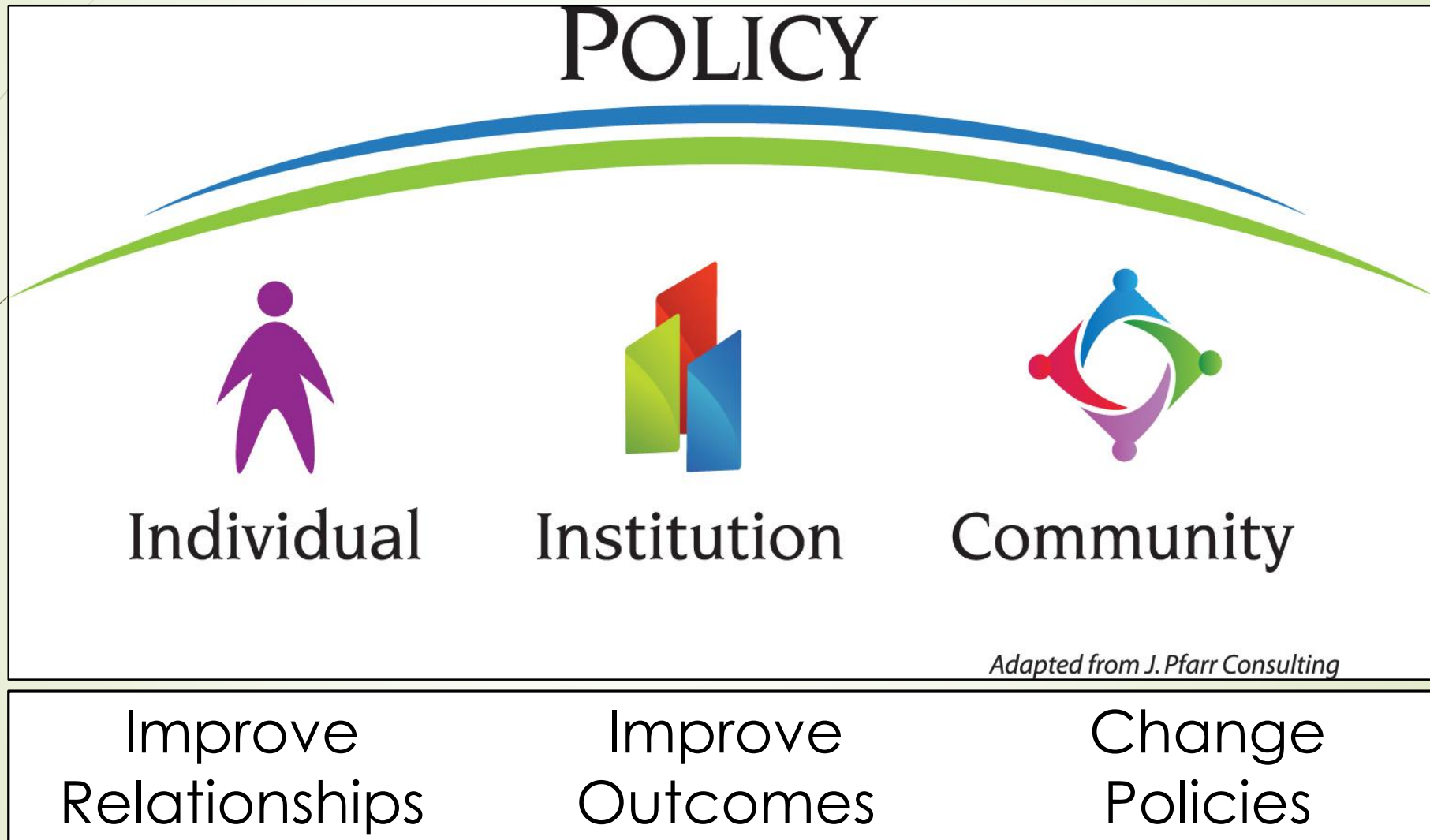
Getting Ahead Coalition



A Challenge All Communities Will Face: **Is Your Community Sustainable?**


- 
- How do you describe the quality of life in your community now?
 - Socially
 - Economically
 - Environmentally
 -  Can this generation pass on a high quality of life to the following generations?
 -  Can this generation pass on a high quality of life to everyone in the community?
- 

Viewing Economic Class Issues Through the 'Triple Lens'





What do we see?



Appearance

Actions

Situation/Context

Motivation



Key point:



The more we understand . . .

- . . .how class affects us and
- . . .are open to hear how it affects others
- . . .the more effective we can be.



Hidden Rules: Food

POVERTY

Key question: **Did you have enough?**

Important: **Quantity**

MIDDLE CLASS

Key question: **Did you like it?**

Important: **Quality**

WEALTH

Key question: **Was it presented well?**

Important: **Presentation**

Hidden Rules: Time

POVERTY

Decisions made: **For the moment based on feelings or survival**

Most Important: **Present**

MIDDLE CLASS

Decisions made: **Against future ramifications**

Most Important: **Future**

WEALTH

Decisions made: **Partially on basis of tradition/decorum**

Most Important: **Traditions and History**



Driving Forces

**POVERTY – Survival, relationships,
entertainment**

MIDDLE CLASS – Work, achievement

**WEALTH – Financial, political, social
connections**



History – Gobin Methodist Church

Seeking to serve community

- Spring 2011—Charged to find community need
- Fall 2011—Surveyed 35+ community members
- Fall 2011—Researched mentor programs
- Jan 2012—Began TALKS in the middle school
- Feb 2012—First BOP Seminar (80 attended)
- Mar 2012—Coalition began
- Fall 2012—First **Getting Ahead** group

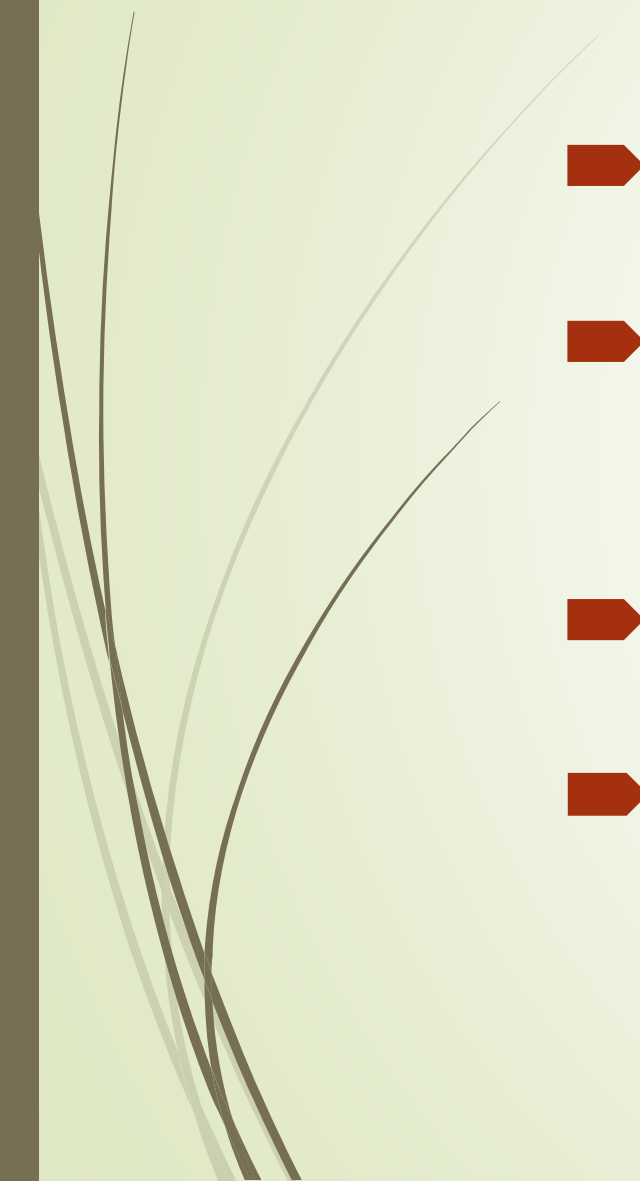


So far...

- Five **Getting Ahead** groups since August of 2013
- 30 Graduates (10 from Beyond Homeless)
- Three Facilitators
- Three Graduates have served as Co-Facilitators (one twice)
- One trained ***Bridges Out of Poverty*** presenter




Getting Ahead – 30 Graduates

- **8 or 27%** have improved their job status
 - **7 or 23%** are pursuing or considering pursuing further education
 - **5 or 17%** have moved away
 - Counting family members **71** people have been served
- 



Getting Ahead – 30 Graduates

- **24 or 80%** are more stable overall
 - **25 or 83% have increased social connections**
 - **12 or 40% are in the work force**
 - **9 or 30%** have improved housing
- 



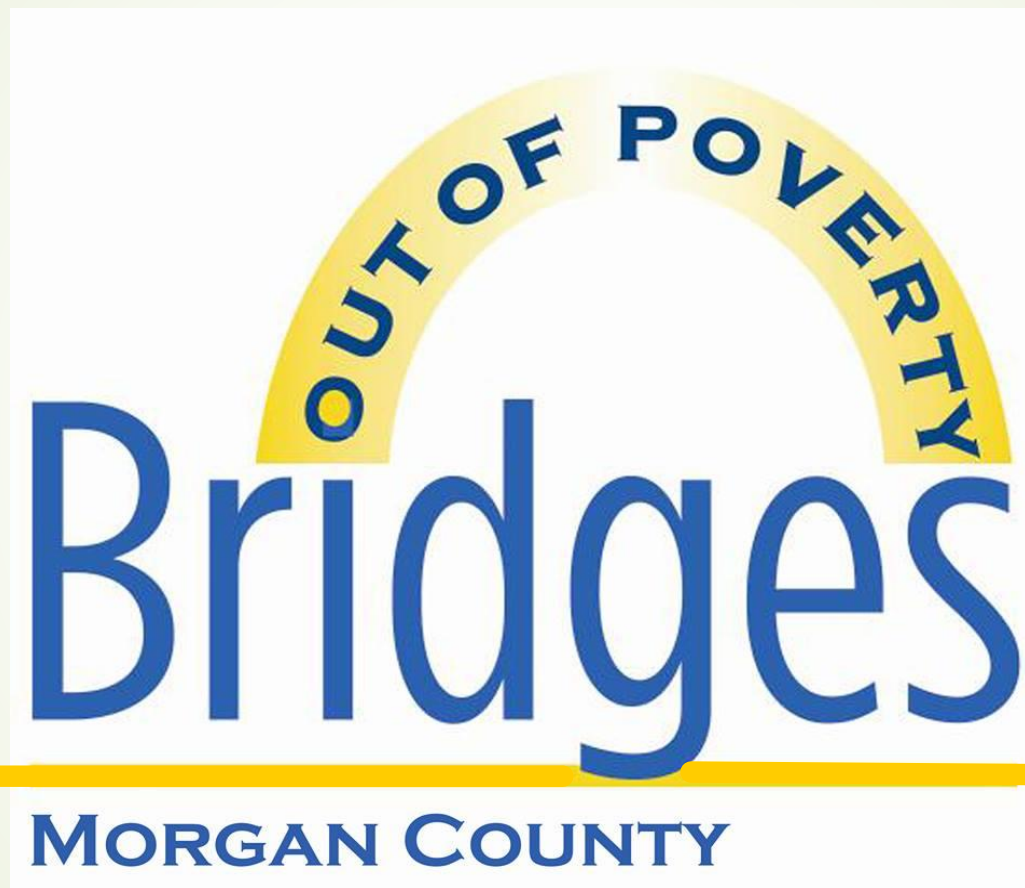
Greencastle—assets

- Amazing, caring citizens who volunteer
 - Last GA group: over 100 volunteers
- Resource Partners:
 - Area 30—Adult Education
 - Family Support Services
 - Purdue Extension Office
 - Teacher's Credit Union



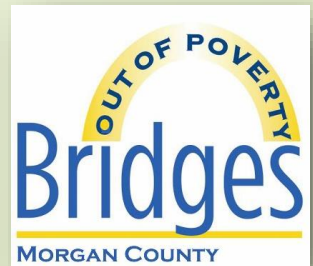
Greencastle—efforts

- Getting Ahead Coalition
 - Child care Task Force
 - Employer Resource Network
 - Healthy Employees build Healthy Companies
- Beyond Homeless
 - Providing MORE than just housing for women and children



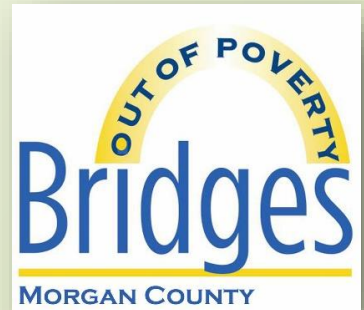
Where we began . . .

- Statistical milestone (45% free and reduced lunch rate in MSD of Martinsville)
- Need for Leadership (If not *us*, then *who* will do this?)
- Search for a long-term solution
(SUSTAINABILITY)



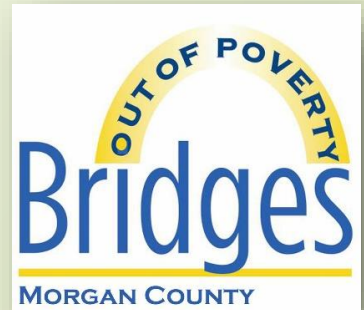
What we did . . .

- Community Forums (Phil DeVol, Terie Dreussi-Smith)
- Multi-Sector Steering Committee (education, business community, non-profits, healthcare, government, faith community)
- Strategic Planning (formalized (501(c)3 organization)



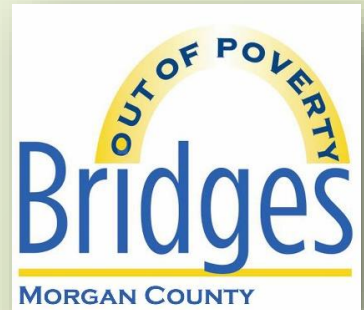
What we did (continued) . . .

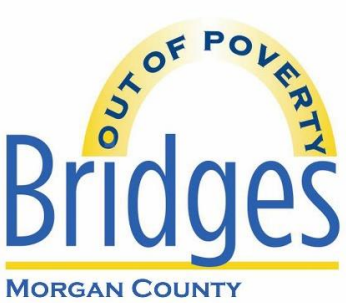
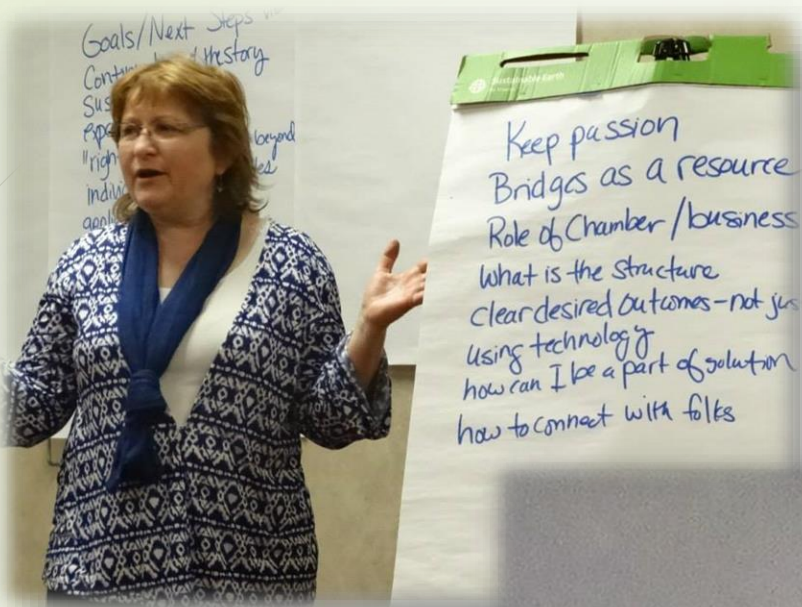
- Certification training for ***Bridges, Getting Ahead***
- Poverty Awareness (social media site, public relations efforts)
- Fundraising

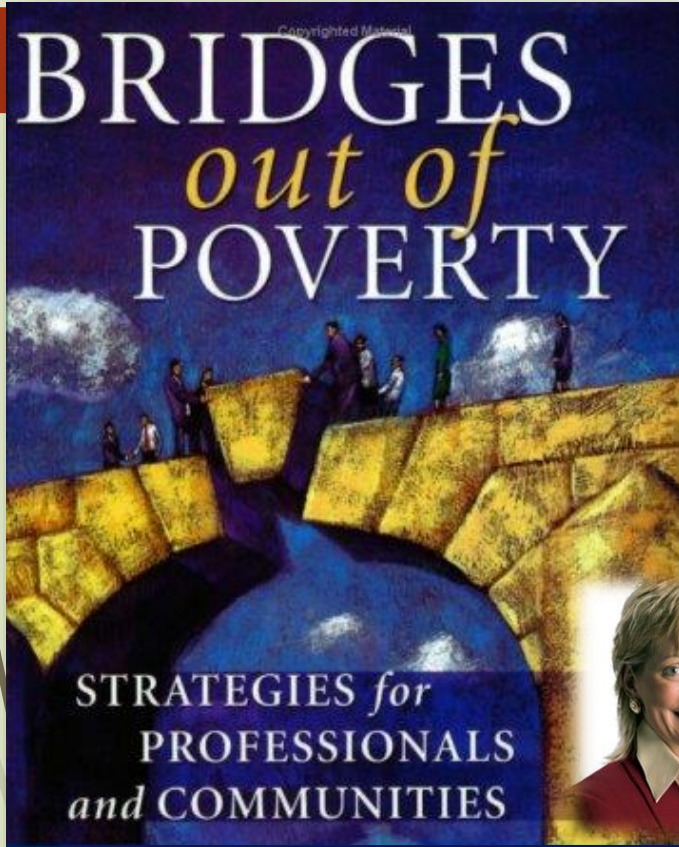


Where do we go from here?

- Cultivation of “volunteer capital” (Are we ready for paid staff?)
- Bridges Training for businesses, agencies, and institutions
- Stability First
- Morgan County Housing Network







Philip E. DeVol



- Training and Planning
- Tuesday, June 21
- 8:30 – 3:30
- **\$25** per person (includes lunch and materials)
- Franklin Community High School
(FRONT/ MAIN Entrance)
- Register at **www.kic-it.org**

Authors: Philip E. DeVol Ruby K. Payne Terrie Dreusi-Smith

www.ahaprocess.com

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and



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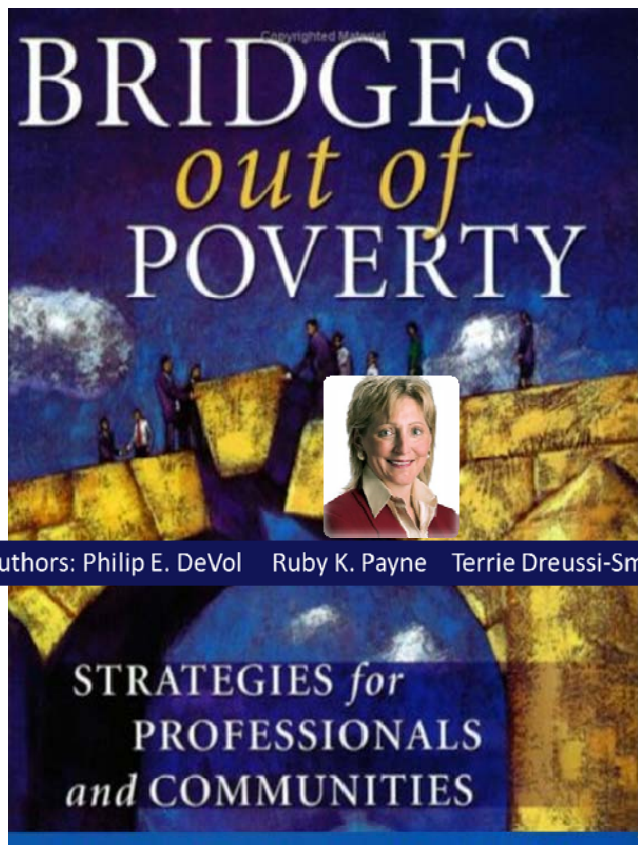


agency



“ If you can change the way people
think, ~~Be the change that you~~
think, ~~Be the change that you~~
The way they see the world. If you do
wish to see in the world.”
that, you can change the way
people live their lives. That's the only
- Mahatma Gandhi
lasting thing you can create. “

- Chuck Palahniuk



Authors: Philip E. DeVol Ruby K. Payne Terrie Dreussi-Smith

Philip E. DeVol,

Internationally Recognized
Author and Speaker



- Learning and Planning Workshop
- Tuesday, June 21, 2016
- 8:30 a.m. — Noon: Learning
- Noon—3:30 p.m.: Collaboration/
Planning
- **\$25 per person** (includes lunch and materials)
- Franklin Community High School
(Front/Main Entrance)

Learn more and register at www.KIC-IT.org—Click on **EVENTS**

Or call (317) 412-4973

Based on the research of Dr. Ruby Payne, the ***Bridges Out of Poverty*** model examines the sources and impact of poverty on families and communities, reveals the hidden rules and norms of social class, and supports addressing and solving poverty at the community level. ***Bridges Out of Poverty*** offers innovative concepts and training that help employers, community organizations, social-service agencies, and individuals address poverty in a comprehensive way. In more than 300 communities across the country, people from all economic classes come together using ideas, structures, guidelines, concrete tools, and create action steps to improve job retention rates, build resources, improve outcomes, and support those who are moving out of poverty.

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a



agency

Aspire Large Group Meeting
June 22, 2016

Welcome and round robin introduction

Jeff Owen thanked everyone for coming out in the rain today. He started the meeting and called for a round robin introduction.

Owen turned the meeting over to Dana Monson.

Monson thanked Debbie Luzier for providing cupcakes for today and making a cake for Eric Vermillion's birthday.

Monson introduced Drew Klacik and gave a brief bio.

Placemaking 101 – Drew Klacik, IU Public Policy Institute

Invest in our future or manage our decline? The status quo is unacceptable.

Midwest is slowest growing part of America, this is a challenge for us. Indiana is 31st in population growth. Indiana's rural areas – kids go off to college and don't come back. Move to Indy Metro area or out of state. We need to do better for rural Indiana, otherwise there won't be anyone left to move to urban Indiana.

Indiana growing in migration – individuals not born in Indiana. Parts of Indiana that will continue to grow are the ones that can attract people from out of state.

Quality of life is important. Nobody moves here because of quality of life, they move here for jobs, family, or college. But quality of life can keep them here. That doesn't mean we don't care about it, but it is more of a retention strategy than an attraction strategy.

The Great Inversion. People want to live in authentic urban neighborhoods. People want to be able to walk or bike to work. Think of communities as solar systems, they need a 'sun'.

Why live in Johnson County? Embrace change and invest in future or ignore change and manage decline. Most Hoosiers want opportunities for their children (education and economy) and a community they are proud of (quality of place/life). Most Hoosiers value family, tradition, and stability, and are loyal to place.

Thriving Communities, Thriving States

Towards a thriving Indiana

- Collaboratively and proactively
 - Collaborative / work smarter
- Forward thinking leadership
 - About inclusion, civic engagement and collaboration
 - Be aspirational – commitment, funding and impact follow vision
- Modern economic development
 - Grow jobs (traditional economic development)
 - Incentives / firms / innovation / entrepreneurship

- Develop talent / opportunity (education)
- Attract / retain people
 - Quality of life / place-making
- Winning at migration game
 - Syncing the 3 phases of economic development
 - Quality of life holds is all together

Quality of Life

- What is it?
 - It's the basics (infrastructure, schools, safety)
 - It's amenities (bike trails, brew, internet, wifi)
 - It's opportunity (schools, colleges, innovation districts, connectivity)
 - It's perception
- Why does it matter
 - For those who aren't static
 - For long-time residents
 - For boomers
 - For millennials

Why do people live in your community

- Where they grew up
- Close to family
- Job

How do you retain those you currently have (How do you keep your kids here?)

- Great inversion impact?

If you want/need to attract new residents

- What do you need to do?
 - Who is moving into your community?
 - Diversity/diversify (If we want to win talent we need to compete for a broader

portfolio of human beings)

Metro risks

- Midwest in decline = Big fish in evaporating pond
- Rural Indiana = also in decline
- Metro Central Indiana – losing to other 49 states
- Four major metros but only 1 core
- Production economy / innovation standard of living
- Cost versus value
- Compete versus cooperation
- Diversity / diversify

Reasons for Optimism

- Maximize opportunity / mitigate risks
 - Downtown Indianapolis (city, region, state)
 - Semi-cool, convenient, and affordable
 - Within Central Indiana

- Millennials boomers (key people)
- Authentic urbanism/new urbanism
- Diverse economy
 - Clusters – innovate, produce, and ship
- Diverse population
- Council of mayors

Quality of life is a human capital attraction and retention strategy

Six simple notions

- The basics really matter
- Make tradition cool
- Engineer attractive places
- Preserve what made us great / aspire to be great
 - Family, stability, and tradition
 - Innovate, diversify, and invent
- What is your best role individually?
- What is your contribution to region and state?

Placemaking Conference – Save the Date, August 4, 2016

Monson unveiled the Journey Johnson County frames.

Team Updates

Cindy Cook Placemaking: the first promotion opportunity is going to be Freedom Fest in Greenwood. We need people to sign up to help promote the website and Aspire.

Bev Martin Talent: two events in place. Brandyn Ferguson, Community Career and Education Forum update. As of now only 3 manufacturers committed, 4 no's. A lot of companies don't have \$2,000 to contribute. Need \$30,000 in commitments by June 30th. Career and Jobs Fair will be April 12, 2017.

Teresa McClure Growth and Planning: Johnson County future land use, broadband ready communities, brown bag on alternative energy for small companies, maker's spaces, reviving getting mayors, town managers, and council together, and the I-69 impact.

Meeting adjourned.

INDIANA'S FUTURE?

- Some market fundamentals – a future we need to change
- Key decision – invest in future or manage decline
- Thriving communities / states
 - What Hoosiers want
- Quality of life as an attraction, retention, and development strategy (value)

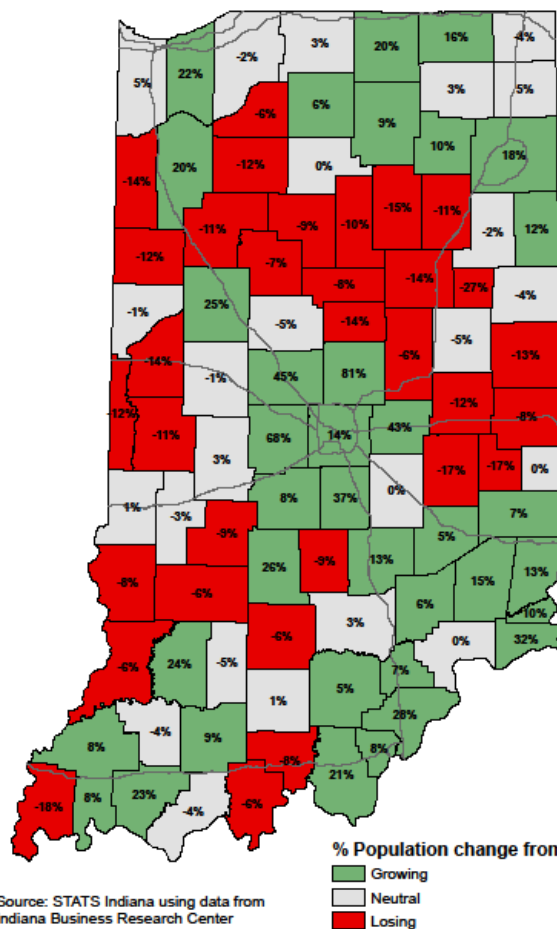
THE MIDWEST AND INDIANA

SOME PERSPECTIVE

- Population change 2000 to 2030
 - Iowa 48th 1%
 - Ohio 47th 1.7%
 - Michigan 40th 7.6%
 - Illinois 39th 8.2%
 - Indiana 31st 12%
 - Kentucky 30th 12.7%
 - Wisconsin 28th 14.7%
 - US 29.2%



Estimated Population Change 2010-2040

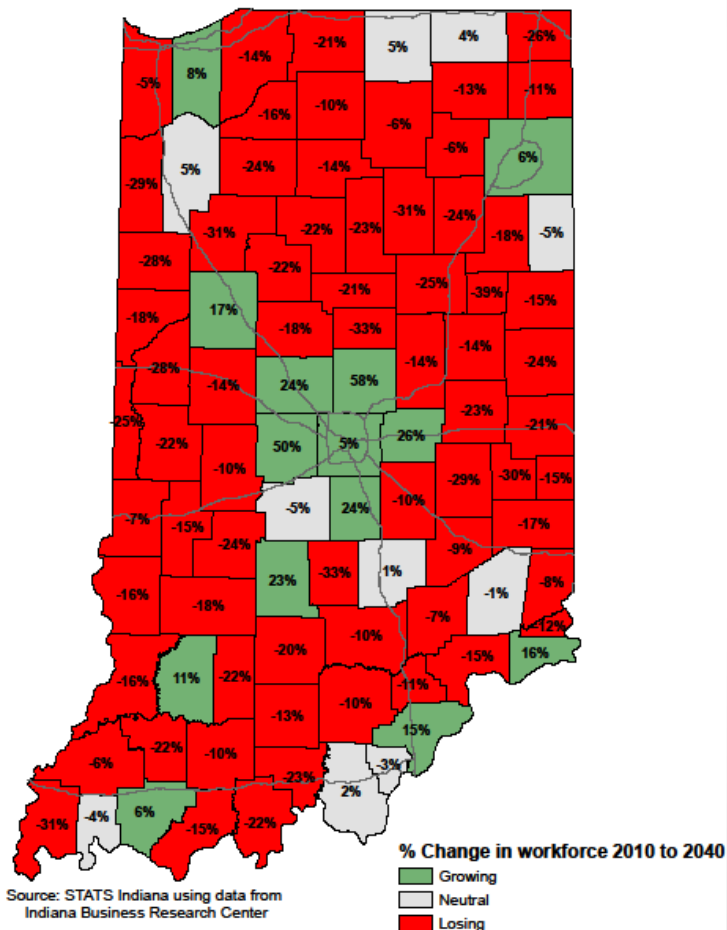


37%
52,057

THE TWO STATES OF INDIANA

WORKFORCE CHANGE 2010 TO 2040

Estimated Changes in Age 25-64 Population
2010-2040

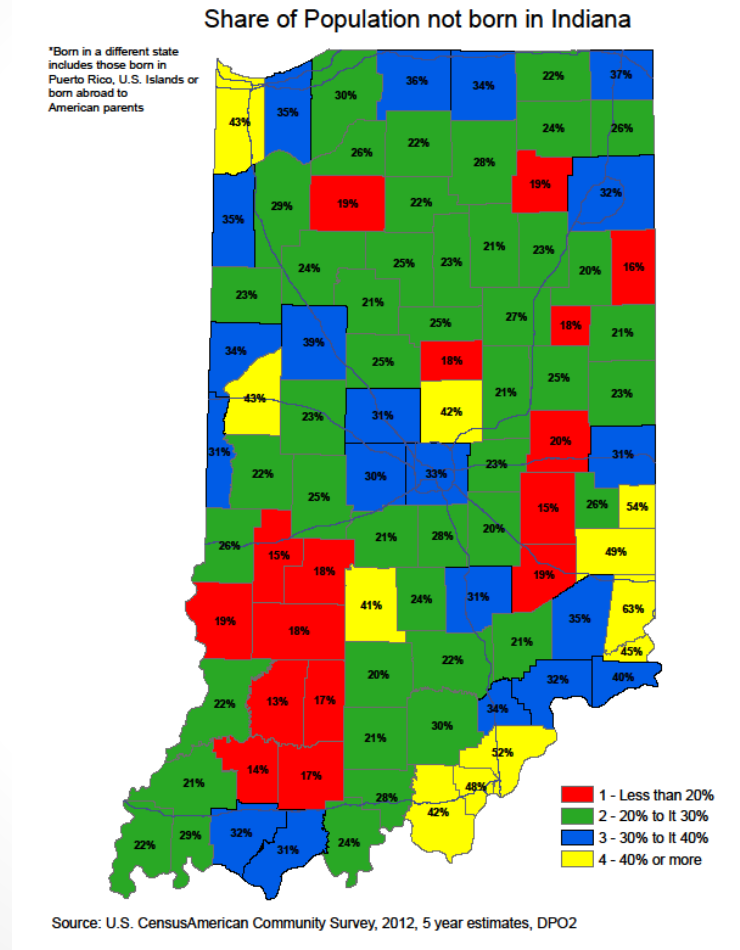


Seniors
21,633
126%

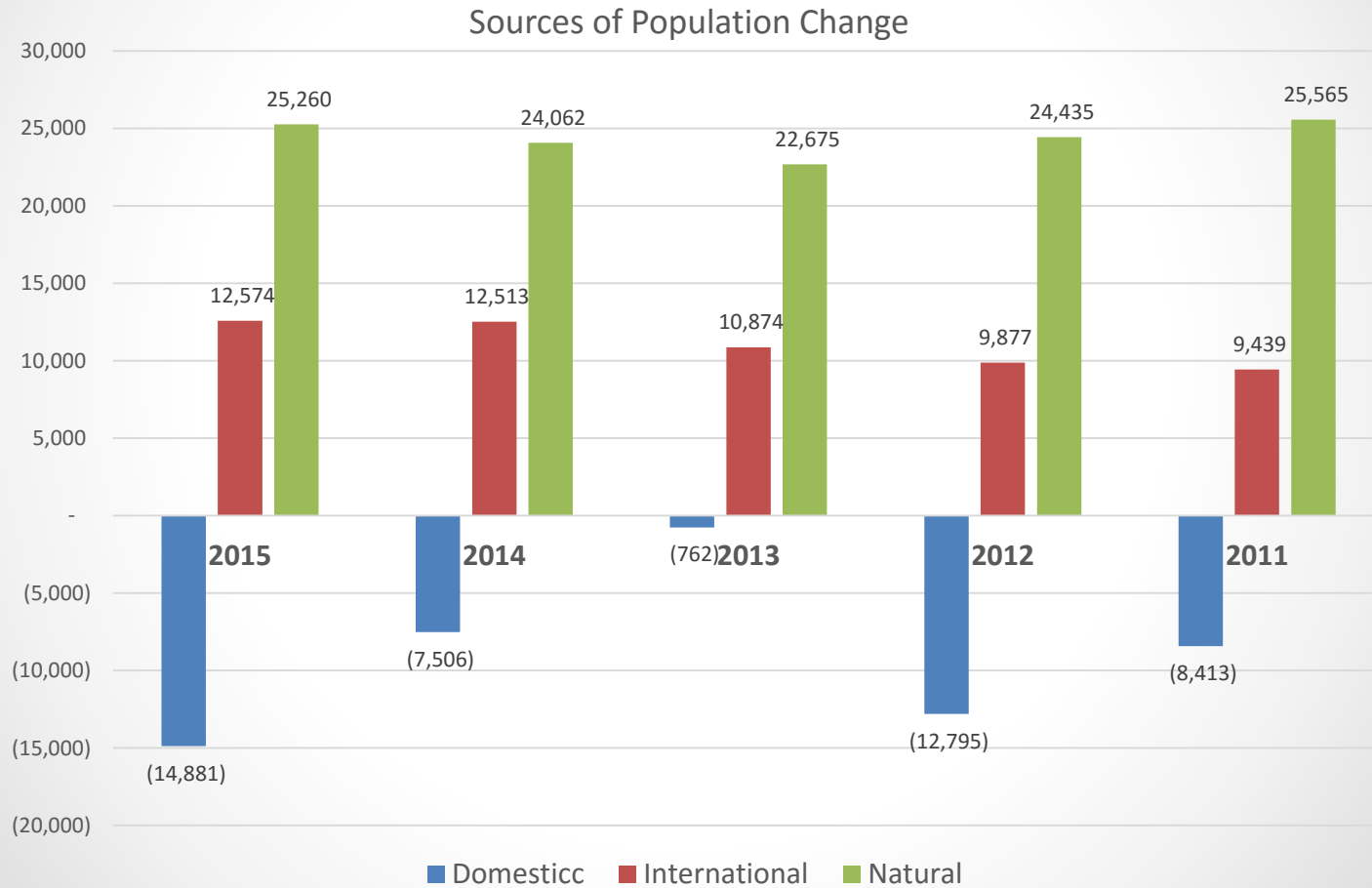
METRO AND RURAL INTERDEPENDENCY

- Metro Indy
 - In 2010 net from Indiana into metro Indy of 20,000 households
 - IN 2010 net out of state into metro Indy migration of minus 2,000 households

ATTRACTING PEOPLE TO INDIANA IN MIGRATION



ATTRACTING PEOPLE TO INDIANA IN MIGRATION



SO WE ARE GOING TO CHANGE

- In metro areas
 - Growth will occur (in the short term)
 - The great inversion (boomers and millennials)
 - Back to the city
 - How will we do relative to other regions in Midwest and nation
- Rural Indiana
 - Without gravity / interstate access / unique assets
 - shrink and get older
 - Population to support grocery stores, theaters, and pharmacies?
 - How do you convince younger ones to stay / others to migrate?
- By 2040 where does central Indiana's talent come from?

JOHNSON COUNTY GOING TO CHANGE

- Migration
 - Net intra-Indiana +741
 - Marion +986
 - Net rest of US +334
 - International +637
- Population projections 2010 to 2040
 - +52,057 37%
 - Seniors +21,633 126%

WHY LIVE IN JOHNSON COUNTY?

KEY QUESTION

- Embrace change and invest in future
 - Or
- Ignore change and manage decline

THRIVING COMMUNITY THRIVING STATE

- Most Hoosiers want the same things
 - Opportunities for their children (education and economy)
 - Community they are proud of (quality of place/life)
- Most Hoosiers value
 - Family, tradition and stability
 - And are loyal to place



TOWARDS A THRIVING INDIANA

- **Collaboratively and proactively**
 - Collaborate / work smarter
- **Forward thinking leadership**
 - About inclusion, civic engagement and collaboration
 - Be aspirational – commitment, funding and impact follow vision
- **Modern economic development**
 - Grow jobs (traditional economic development)
 - Incentives / firms / innovation / entrepreneurship
 - Develop talent/opportunity (education)
 - Attract / retain people
 - Quality of life / place-making
- **Winning at migration game**
 - Syncing the 3 phases of economic development
 - Quality of life holds it all together



QUALITY OF LIFE

- What is it?
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 - It's amenities (bike trails, brew, internet, wifi)
 - It's opportunity (schools, colleges, innovation districts, connectivity)
 - It's perception
- Why does it matter
 - For those who aren't static
 - For long-time residents
 - For boomers
 - For millenials

WINNING THE MIGRATION GAME

QUALITY OF LIFE IN JOHNSON COUNTY

- Why do people live in your community?
 - Where they grew up
 - Close to family
 - Job
- How do you retain those you currently have?
 - Great inversion impact?
- If you want/need to attract new residents
 - what do you need to do?
 - Who is moving into your community?
 - Diversity / diversify

METRO RISKS / BIG PICTURE

- Midwest in decline = Big fish in evaporating pond.
- Rural Indiana = also in decline
- Metro Central Indiana – losing to other 49 states
- Four major metros but only 1 core
- Production economy / innovation standard of living
- Cost versus value
- Compete versus cooperation
- Diversity / diversify

REASONS FOR OPTIMISM

MARKET BASED APPROACH

- Maximize opportunity / mitigate risks
 - Downtown Indianapolis (city, region, state)
 - Semi-cool, convenient and affordable
 - Within Central Indiana
 - Millennials / boomers (key people)
 - Authentic urbanism / new urbanism
 - Diverse economy
 - Clusters - innovate, produce, and ship
 - Diverse population
 - Council of mayors



QUALITY OF LIFE IS A HUMAN CAPITAL ATTRACTION AND RETENTION STRATEGY

- If you want your grocery stores, if you want innovation
- What is trendy
 - Quality of life / creativity / diversity / innovation / sustainability
- What is practical
 - What are you good at / known for?
 - Are there other assets you can capitalize on?
 - What are your corporate recruiters experiencing?
 - What do your citizens want / like?
 - What don't you want to change / what can you do better?
- Lot of products / ideas
 - What is most important is that they fit your unique circumstances
 - Diversity within and across communities

CAN I TIE ALL THIS TOGETHER?

- We are the furnace in an air-conditioned world
- Economic development (and keeping your kids close) is about companies and workers / innovators / entrepreneurs
 - Jobs and people (quality of life)
- Have to change the way we work
 - Play the team game (silos v collaboration)

SIX SIMPLE NOTIONS

- The basics really matter
- Make tradition cool
- Engineer attractive places
- Preserve what made us great / aspire to great
 - Family, stability, and tradition
 - Innovate, diversify, and invent
- What is your best role individually?
- What is your contribution to region and state?

WHAT TO REMEMBER

- Quality of life matters to current and future residents
 - How productive and innovative will your workforce be
 - What goods and services will be available in your community
 - Thickness versus low cost
- You and your community are part of something much bigger
 - Accept your role – but not your limitations
 - Downtowns are an important attraction element with links to both past and future
 - Central Indiana can / must lead by example
- Many markets and many roles – many strategies no one size fits all approaches

WHAT TO REMEMBER

- What you all do is important – need to raise the aspirations of those around you – your value working together will be greater than the sum of your individual efforts
- Don't be afraid to take chances
- We can't afford not to rather than we can't afford it
 - Short term fix versus long term solution

Aspire Large Group Meeting
Johnson County REMC
July 27, 2016

Welcome and robin introduction

Jeff Owen welcomed everyone to the meeting and called for a round robin introduction and asked for everyone to sign in on the attendance sheet.

Jeff then turned the meeting over to Dana Monson.

Dana explained that for August and September the larger group meetings will focus on the health and wellness of our communities.

Dana introduced Erin Slevin from the Purdue Extension Nutrition Education Program.

Healthy Communities – Erin Slevin, Community Wellness Coordinator, Johnson County

What is health? More than just the absence of disease. State of complete physical, mental, and social well-being.

Johnson County is ranked the 4th healthiest county in Indiana. For health factors Johnson County ranks 8th.

Chronic disease responsible for 7 out of 10 deaths each year. Diabetes is estimated to double by 2030. Can be prevented by healthy diet, managing weight, and physical activity.

In Indiana: less than ½ of adults get recommended activity, 3 out of 4 do not get recommended servings of fruits and veggies, 2/3 are overweight or obese.

23% of adults in Indiana smoke, US average is 16.8%.

What happened to increase obesity? Perfect storm of advances in technology and less time. More cheap, high sugar/high fat food options.

Policy, system, and environmental change is at the root of making communities healthier. Education plus environmental support is what makes healthier choices the easier decision.

Policy changes, system changes, and environment changes all need to happen to make a community healthier.

Placemaking Conference – August 4, 2016

Thursday, August 4th from 9am – 3pm at Franklin College in the Johnson Center for Fine Arts building. Dana encouraged those who haven't registered to do so.

Bonnie Pribush explained that leaders in the community have agreed to consider any ideas that come out of this conference.

Team Updates

Placemaking – Cindy Cook and Katy Cavaleri. Worked at the Freedom Festival with the photo frame. Also had team members at Smoke on the Square and the Johnson County Fair. Also working on updating info for Journey Johnson County, the Placemaking Conference, and Lemonade Day 2017.

Growth and Planning – Eric Vermilion and Teresa Harwood. 16 people attended the meeting at the Financial Center. Many projects: broadband ready, energy management solutions, maker's spaces, I-69 corridor, and community collaboration – lunch with local leadership.

Energy management – putting together a brown bag lunch for the fall.

I-69 – county has signed agreement. This is a launching point for the county to re-do its growth plan.

Cheryl Morphew: The I-69 agreement is supported by the county and the town of Bargersville.

Broadband ready community – a town or community can become certified that they are welcoming to broadband expansion. Allows companies who put in broadband to know that excess fees won't be charged when they put in the equipment.

Maker's spaces – incubator for businesses, Launch Fishers is the most popular right now. Looking at what the opportunities are for Johnson County.

Talent – Bev Martin. Career and Education Forum will happen. Endress + Hauser has found 10 companies that have signed on to help support the event. This will be the third time this event has taken place. This event is geared towards middle school students.

Career and job fair will be April 12, 2017. This will be a career fair for students in grades 10 – 12.

Health science forum will be in November.

Work to engage HR reps from local companies to create a STEM group.

Tina Gross – We are hosting a white belt training at Ivy Tech tomorrow. We have 60 people signed up, so we are full. We have added another training for August. We are also hosting a Lean class in September, which is a two day commitment. These classes are all free thanks to Eli Lilly.

Larry Heydon – Johnson Memorial Health Partnership is 22 or 23 years old.

Population growth is predicted to be a double-digit increase in the next 5 – 10 years.

Cheryl – The fact that Johnson County is ranked number two regionally can be directly attributed to the partnership.

Wrap Up

Jeff – Steering committee continues to work on sustainability for this organization. There is a need for funding to sustain Aspire. Dana has put together a talking points memo and when we share the work Aspire is doing it makes the job of fundraising much easier.

JMH and the JC Library have done a great job of creating blogs that promote wellness in the county.

Aspire Large Group
August 24, 2016
Greenwood Community Schools Administration, Greenwood

Welcome – Round robin introduction

Kent DeKoninck welcomed everyone to the meeting. He gave a brief overview of Greenwood Schools and explained that it is a non-growing district geographically. Greenwood has 6 schools and an activity center going in at the high school.

Kent introduced Eric Vermilion, Financial Center First Credit Union.

Financial Center First Credit Union

Eric introduced Barbara Wood, Financial Center First Credit Union. FCFC is a nonprofit that has worked with employer groups for over 60 years. Barbara discussed their program which works to prevent financial stress.

- 75% of employees don't feel financially secure
- 60% are stressed about their finances
- 52% would like their employer to provide access to a financial partner

Work Perks Overview – Financial wellness is an extension of your benefits package

- Increase productivity
- Decrease turnover
- Increase retirement plan participation

Healthy Communities

Dana Monson introduced Kim Irwin, Executive Director – Health by Design.

Health by Design is a coalition of diverse partners working to ensure that communities throughout Indiana have access to infrastructure that promotes healthy living

- Opportunities for physical activity
- Public health
- Safety
- Land use
- Air quality
- Public health
- Access
- Transportation

Active Living Initiatives

- Education & training
- Assessment & planning
- Strategic & innovative partnerships

- Action & implementation

Active Living

- A way of life that integrates physical activity into daily routines
 - o Walkable, bike able, transit-oriented, universally accessible, streets are places, all settings provide safe & easy opportunities for being active

The Benefits of Active Living

- Health, Economic, and Environment impacts tied together
- Healthier residents
- Safer communities
- Cleaner environments
- Greater access to jobs, shopping and services

Who's Interested?

- AARP
- Realtor associations
- YMCAs
- American Heart Association

One number determines how long you live – your address. Where you live determines how long you will live.

The choices we make are driven by the choices we have.

Intention – The way we've been doing it for decades makes it difficult to change public transit, public health spending, etc.

www.activelivingresearch.org

Millennials and Boomers – less interested in owning cars and homes

Crime Prevention Through Environmental Design

Property Values

- Homes with higher walk scores sell for more

Household Savings

- Average cost of owning a sedan is \$8,698 per year (AAA)

Housing + Transportation Costs

Greenwood = 49% of income allocated to housing and transportation

Lower income families = 55% of income allocated to housing and transportation

Building Active Communities

- Start with a vision
- Integrate land use and transportation planning
- Use a policy, systems and environment (PSE) change approach

- Institutionalize what works

Lighter, Quicker, Cheaper

- Make small changes incrementally that have a large impact
- Involve residents in decision making
- Promote creativity
- Support and encourage active communities

Walk to School Day

Bump-outs

Signage

Bike racks

Education

Complete Streets Policy

- Design for ages 8 to 80
- Design for pedestrians first
- Be context sensitive

19 Complete Street Policies around the state

Healthy Food Access

- Community gardens
- Public orchards
- School gardens
- Farmer's markets
 - o Using EBT

Bicycle & Walk-Friendly Communities (www.activetrans.org)

Sage Routes to School

Shared Use Agreements

Wayfinding & Street Art

Opportunities & Next Steps (www.healthbydesign.org)

Your Charge

- Increase your active living behaviors
- See your community through an active living lens
 - o Take action
- Be an ambassador
 - o Encourage and recruit others

Placemaking Conference Update

Cindy Cook gave an update on the Placemaking Conference. Dr. Loflin discussed how social offerings, openness, aesthetics influence attachment to place. And how younger residents first choose where they want to live, then find a job.

Discussed afternoon workshop led by Bonnie Pribush and the hands on work each attendee did to dig in the topics Dr. Loflin discussed.

Team Updates

Growth and Planning – Steve Powell discussed the Broadband Ready Communities program. Met with IEDC to discuss Johnson County passing legislation to become a Broadband Ready county.

Jody Veldkamp talked about the alternative energy plan which is working to help small businesses look at alternative energy opportunities. There will be a panel discussion in October.

Also looking into maker's spaces and the possibility of creating one in Johnson County.

I-69 – the county has signed an agreement with a company to do a study of the I-69 corridor.

Talent – Bev Martin talked about the Community Career and Education Forum. Also trying to formalize a HR Roundtable.

Wrap Up

Jeff Owen thanked everyone for coming out and to Eric and FCFC for sponsoring the meetings. Also thanked Kent and Greenwood Schools for hosting us today.

Aspire Large Group
September 29, 2016
Franklin Community High School, Franklin

Welcome – Round robin introduction

Jeff Owen thanked David Clendening and Franklin Community High School for hosting us today.

Financial Center First Credit Union

Barbara Wood, FCFCU spoke on Financial Wellness.

Financial Education Options

- Credit 101
- Budgeting
- 10 Steps to Financial Success
- Insurance
- Retirement Planning

1:1 Meetings available for these sessions

Dana Thanked Johnson Memorial Health for the banner that welcomed the Indiana Bicentennial Torch to Johnson County and recognized JMH for the 'Moving Forward' award that Whiteland awarded them last week.

Johnson County Healthy Initiative Panel

- Chip Orner – Franklin Park and Recreation Director
- Jane Blessing – Partnership for a Healthier Johnson County
- Rob Taggart – Greenwood Park and Recreation Director

Chip Orner

Repositioning Franklin Parks & Recreation as a Public Health Provider

Health

- Mental
- Physical
- Health behaviors
- Social well-being

Parks & Recreation: Essential Service Designation for Franklin

Parks & Recreation: Public Health Provider?

- We help you...to live longer

- To reduce out of pocket health care costs
- To be around when it matters
- To preserve land and nature
- Make your life better

Feel Great Franklin

Goals:

- Inform and educate community
- Create long term partnerships
- Increase awareness and access to programs
- Continue to position parks as essential service

Exercise Prescriptions

Smoke-free Playgrounds

Playful City USA

Franklin Greenway Trail System

- Currently 8.1 miles, by 2019 it will be 15 miles. 2020 goal will be for the trail system to be a continuous loop

Jane Blessing

Partnership for a Healthier Johnson County: Johnson County Memorial Health, Community Hospital, Franciscan Health

5 Action Teams working on 17 health initiatives

Access to Care/Behavioral Health

- Increase percentage of adults and children with health insurance
- Improve access to mental health services

Maternal & Child Health

- Reduce Johnson County infant mortality rate

Tobacco Control Team

- Tobacco Free Johnson County
- Reduce youth and adult smoking rates
- Decrease number of Johnson County residents exposed to second-hand smoke

The Process

- The need has been accurately identified
- UNLIKE minds bring information to the table
- All thoughts have been heard
- A plan is developed to meet the need
- Resources are maximized

Rob Taggart

Greenwood has: 15 parks, and the parks department manages 350 acres, 13 miles of trails, 2 dog parks, a community center, Freedom Springs (\$10 mil aquatics facility), youth programs – summer camp, after school programs, etc., recreation programs, and 27 events to date this year.

2nd biggest challenge: Staying relevant.

Another challenge: Greenwood market is saturated with programs: churches, gyms, etc.

Funding and marketing are additional challenges.

\$2.8 million renovation on Greenwood Community Center.

Aspire 30 Day Challenge, Fundraising Update

Jeff Owen talked about the history of Aspire and its relationship to JCDC. Explained how JCDC provides economic development services for Johnson County, and how economic development has changed. Explained how Aspire developed to help change the approach of economic development. Also talked about Aspire successes.

Talked about sponsorships and the Aspire 30-day challenge.

Dana talked about the Cooking Men event, which will be a fundraiser on April 29th at the Barn at Crystal Springs Farm.

Team Updates

Growth and Planning: Eric Vermillion – Thursday October 13th 11am – 1pm, event to talk about energy usage costs.

Talent: Brandyn Ferguson – Community Career and Education Forum on October 6th 5:30pm to 8:30pm.
Bev Martin: October 3rd – Meeting to discuss soft skills training program

Placemaking: Cindy Cook – Follow through meeting on Placemaking Conference. Will be on October 5 at the Sycamore at Mallow Run. 6:30 – 8:00pm.

Aspire Large Group
October 26, 2016
Clark Pleasant Administration Building, Whiteland

Welcome – Round robin introduction

Kent DeKonick welcomed everyone to the meeting. Kent thanked Earth Fare for providing refreshments this morning.

Pat Spray – Clark Pleasant Schools. Welcomed Aspire. Talked briefly about the building and mentioned the façade is a replica of the original Whiteland High School.

Dana Monson welcomed everyone and introduced Eric Vermilion, and thanked Financial Center for being our meeting sponsor.

Financial Center First Credit Union – Meeting sponsor

Eric Vermilion - Financial Center is working to educate employees, and helping them to better understand their finances.

Millennials in Johnson County

- Bethany Wilson – Zoe Facility Services
- Robert Prather – Franklin College Senior
- Anna Murdock – Greater Greenwood Chamber of Commerce
- Noah Tallman – Center Grove High School Senior
- Marie Storm – Storm Chiropractic

Eric explained that millennials make up 25% of the current workforce. They will make up 75% of the workforce by 2025. They are also the most educated generation. They are concerned with financial stability. They also have the largest student loan debt. 92% would choose their bank based on digital services only. They like the digital offerings of the larger banks, but they prefer local financial institutions. They aren't tied to their banks, they would switch tomorrow.

Dana reminded everyone that when Aspire was formed one of the goals was to retain current residents and attract new, including millennials. This panel is meant to be informal and discussion based.

Eric asked the room to self-identify which generation they felt they belong to, and pointed out how there is a diverse range represented.

Eric – What is your first major news memory?

- September 11th: Pointed out how this was due in part to being able to 'ignore' the news prior to this.

Eric – Do you remember the economic downturn in 2008? How did it effect you?

- I was in nursing school – this changed the nursing environment. Nurses stopped retiring and the jobs

dried up.

- My dad just got a new job in Columbus, but we were fortunate because his job was secure.
- My parents talked about watching what we spent and why we were watching finances – moderate dial backs. Parents explained it would likely be the closest my generation would ever come to the Great Depression.
- My mom worked in an office and since then has had to balance a couple of jobs, which set an example for my work ethic.
- It didn't affect me too much, didn't understand the magnitude of it.

Eric – What is your opinion of the Millennial Generation?

- I think there are pros and cons. I think it's fascinating, we're highly educated. I think it's going to be incredible to see what we are going to do in coming years.
- The technology boom is the theme of our generation. My dad has worked for Franklin College for 34 years and talked about how his job has changed because the kids he coaches have changed. I think we are also used to instant gratification, we can find out what's happening on the other side of the world instantly.
- I think there are good and bad things. I think there's a lot of negative talk surrounding millennials. Eric pointed out that Millennials understand how technology will be integrated with life.
- My peers do have a lot of debt. I got a full scholarship so I didn't have that debt. Our friends don't know how to get out of debt.
- I remember friends in elementary school having iPhones. I read a lot of books, but I don't think that's as popular now. Learning in school about the 'bubble' the world lived in prior to 9-11. The world is more desensitized to tragedy – example of how domestic violence is an issue that is prevalent.

Kent DeKonick asked about college and how student loan debt is viewed.

- Looking for a middle ground, debt is a reality, how will I minimize that.
- Scholarships can determine where someone can go to college.

Eric asked about how debt influences the choice to go to college

- Sometimes it's more than just financial reasons – family culture. Did other family members go to college? More people are finding other options. Friend wants to be a welder, one that wants to be a photographer, majority of people still going to college and accepting the debt that will come with that.
- Being in college, the question is whether you will go to graduate school. Finances can determine this.

Paige Banos – Did those friends have support from their high school? Or were they on their own to find resources?

- I think both. I think our school offers a lot of electives, like photography. My friend who wants to be a welder went to C9. Keystone (a class) helps to decide what we want to do after school. School still needs to teach core classes, which leaves less time for electives.

Rich Arkanoff – What is your vision for your children for school? Is it going to be more virtual? Are you okay with that?

- My sister is a kindergarten teacher and her students have iPads. I don't think school will be completely virtual, but the possibilities are endless with technology.
- I consume media in a lot of ways and I imagine my children will as well. I think we have a better understanding that people learn differently, will there be schools that focus on different learning styles?
- Not even thinking about having kids. I have a 3 year old nephew who knows how to use my phone and

where to find things. It surprises and scares me. It can impact eyesight, what might the effects of this be long term?

- I can see technology and health helping to combat this.

Paige – You all have impressive public personalities. Have you thought about how the previous generation has contributed to who you are? Does the human element come in to your consideration?

- My parents and siblings have had a lot to do with who I am. My family is a constant. I'm the youngest of three sisters, all three went to private schools and my parents absorbed a lot of that cost. I feel that they held themselves back financially in order to do that, there was an opportunity cost to help me.

- The face-to-face interaction cannot be replaced, it is crucial to be successful in any field. My parents immersed me in social situations with adults, which I think helped me. It makes me happy to see younger people who speak well and who were taught to act well in social situations.

Pat Spray – A lot of talk of quality of life in our community. A lot of talk about buying as much house as you could afford. Bought too much house – house poor. What is the thought pattern when looking for housing?

- We just bought our first home two years ago. We didn't want to be house poor because we love to travel. The bank told us we could afford more than what we bought, but I didn't want to clean all that. And we started a business.

- I still live at home with my parents. I don't have student loan debt, but college was time away without my parents. I want to spend time with my parents before getting married and starting a family. I look at an apartment as my money going away, looking at houses in Franklin. I like the older homes, the uniqueness and I feel safe in Franklin.

- I'm almost the exact opposite. I haven't lived at home since moving for college. I tried finding a job in Indianapolis but the market was saturated. I found a job in Greenwood and live on the west side of Indianapolis. I spend \$1000 a month for an apartment and don't want the maintenance of owning a home. Moved three weeks ago and wanted something modern, upscale. But wouldn't considering buying a home for a long time, if ever. Maybe children would change that.

- I live in a dorm and haven't thought much about real estate. I know nothing about the topic.

Eric – Talk to us about Aspire and your perception of a community organization that is working to change some of the things you've talked about. What do you want it to focus on?

- What does Aspire want Johnson County to be? A suburb of Indianapolis? Or something on its own? I think Johnson County has the same potential as other counties to be great. We have restaurants and microbreweries popping up everywhere, it's a 22 year old's dream.

Eric – The answer is tough, there would be 40 different answers.

- This group has been great for my work life, but it's been hard to get plugged in to find something personally that I can get involved in.

- I'm a supporter of Aspire. I've been to some of the meetings but haven't plugged in, have only attended large group meetings. I think these conversations are productive and future-thinking. Don't feel there's instant gratification, or that my voice would be heard. Don't completely understand the reasons that action requires hurdles or hoops. What is my call to action? What am I doing?

Bev Martin – offered opportunity to get involved in grant with Nicole Otte at C9.

Ron West – Decline in fraternal organizations and service clubs. Personal relationships going away. I hope more millennials share the idea of contact being important.

- I'm not sure many do. We've just accepted it as reality. I wish there was a way to bring back personal contact.

Eric – Noah, what are your thoughts on this? Your friends being on social media when they are together.

- Parents are afraid to let their kids roam free. Now people are afraid for their kids. I think it's important to use technology as a tool and to not let it become more important than human interaction. I prefer to learn hands-on, but also see the benefit of an online class. Benefits of a 'flip classroom' where you do the work in class and learn from your teacher online. Also taught that when someone is talking to you it's rude to be on your phone.

Eric – Are people on their phones at parties?

- There has been a change from avoiding photos to making sure you get into every photo. Yes, people are on their phones.

- We work for all of you. Technology lets us get our work done quicker, more efficiently. Makes us an asset.

- Franklin College does an etiquette dinner and I think that's a dying art. I think Franklin College does a tremendous job of this. They also require everyone to have an internship. You can help by offering internships. It helps to educate people about how act in a professional environment.

Larry Heydon – What is your mindset about company loyalty?

- For me it's about opportunity. I'm about keeping doors open and bettering myself and my career.

Nicole Stickford – What do you look for in a job or career?

- I lead human resources efforts at Zoe. I text them, call them, and email them before I give up on a candidate. I am loyal to my company right now, but if different opportunity came along I would take it. I want opportunities professionally and personally. Money is important, I want to be financially stable. But if I was excited about the work I would take a pay cut. I'm a person first and an employee second. If I'm out of a job tomorrow I still have needs to meet.

- I think location is important. People want to work where they can live, a place where they can have friends and raise a family. I think Aspire is doing a good job of making Johnson County 'sexy'.

Aspire 30-day Challenge, Fundraising Update

Last month we started the 30 day challenge, we have 21 of our 30. Challenge closes at the end of this month.

Team Updates

Teams did not meet due to fall breaks. Placemaking had their follow up to the Placemaking Conference. Ideas for usage regarding the Johnson County Horse Park.

Wrap-Up

Janice Bullman – Franklin Chamber, upcoming seminar on "Where Do Your Taxes Go?"