

Increasing Citizen Engagement and Trust: The Shaping Our Appalachian Region (SOAR) Model

Presented to the

10th OECD Rural Development Conference

“National Prosperity through Modern Rural Policy”

May 20, 2015

Memphis, Tennessee

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Kentucky's Appalachian Counties





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SOAR

Shaping Our Appalachian Region

Three SOAR Development Phases

I. Regional Dialogue

Consideration of Options → Design Discussion

Risk Assessment → Narrative Determination

Summit Development → Summit Execution

= New “SOAR” Regional Narrative



Unique Kentucky Challenges

- County lines
- Family names
- Friday night lights
- Listening to old tapes
- Stories we tell ourselves



Three SOAR Development Phases

II. Regional Engagement and Leadership Renewal

Awareness/Concern → Commitment to Action

Summit Translation → Political Leadership
Response

Bipartisan Co-Chair Co-Creation → Shared
Courage/Commitment

= Shared Regional Change Agency



Three SOAR Development Phases

III. SOAR Organizational Establishment

Political Establishment Control → Shared Regional Innovation (*Articles of Incorporation*)

Executive Committee → Working Groups

Development Committee → SOAR 2025 Future Forum

Founding Executive Director/2014 Summit

= **SOAR Strategic Doing, After Five Months**



Assignment: Prioritize Regional Innovation Ideas That:

- Complement, not Compete
- Build on and Add Value to Work of Others
- Seek and Advance New Approaches, at Regional Scale
- Spread Impact of Successful, Evidence-Based Policy and Practice
- Strengthen Regional Collaboration and Identity



Guidelines for Prioritization

- Will Not Happen, Unless SOAR:
 - Assists, Nudges, or Advocates
- Will Add True Value to Others' Work
- Will Be Achieved through SOAR not by SOAR
 - True Servant Intermediary



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Collective Impact

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

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By John Kania & Mark Kramer | go | Winter 2011

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Five Conditions for Collective Impact Success

I. Common Agenda

- Clear 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



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2013 Summit



SOAR Working Groups Report



**SOAR Working Groups and
Committees**

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Dedication

We dedicate this report
to the people of Eastern Kentucky,
who gathered to create its content,
and for whom it is intended.

These are your voices. These are your visions.

In shaping them, may you unite,
commit together to their advancement,
and live them into that bright future
to which you gave voice in Pikeville.

SOAR!





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