

# 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

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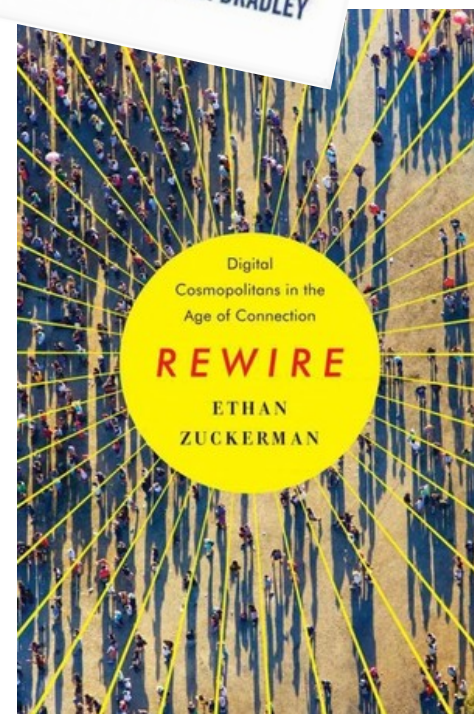
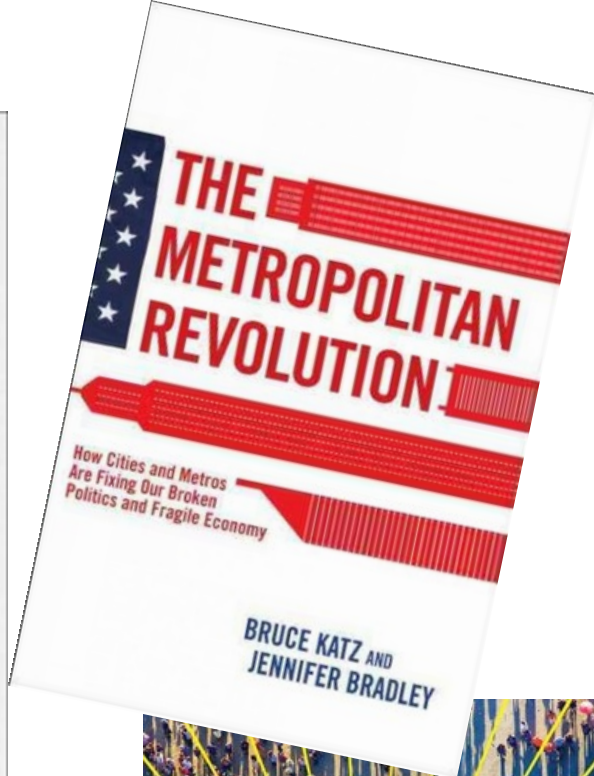
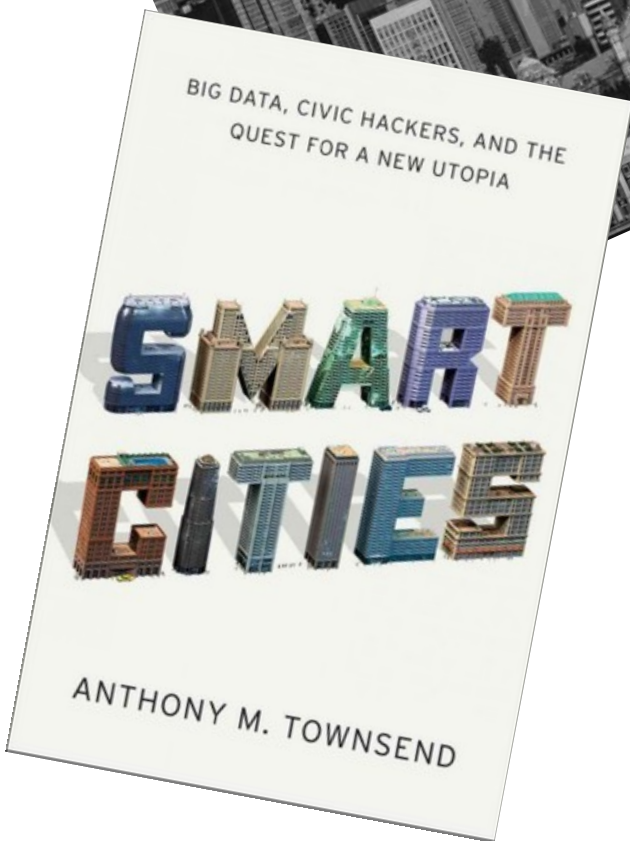
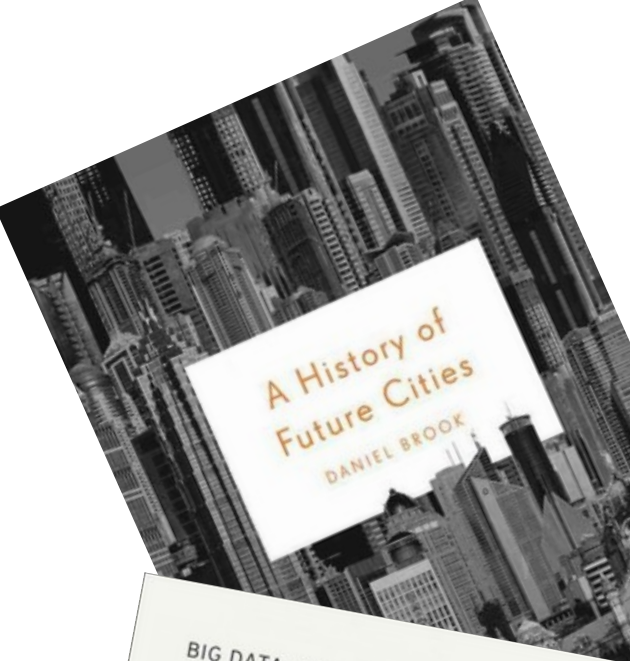
# Four Rural Considerations

I. Our “Disruptive Milieu”

II. Systems Thinking Re: Rural Advantage

III. Regional Rural Innovation

IV. New Rural Opportunities





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 millennia 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
6. Bridging Innovation and Entrepreneurship Support Systems, Across the Rural/Urban Chasm
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?

# Stanford SOCIAL INNOVATION Review

*Informing and inspiring leaders of social change*

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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.

SHARE PRINT DOWNLOAD ORDER REPRINTS COMMENT

By John Kania & Mark Kramer | 90 | Winter 2011

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# 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



# SOAR

Shaping Our Appalachian Region





U.S. Rep. Hal Rogers  
5<sup>th</sup> District of Kentucky

Bob Mitchell  
U.S. Rep. Hal Rogers  
Chief Advisor



01 /

### KVEC BOARD MEETING

SEPT 23TH@ KVEC

OCT 28TH@ EXPO  
CENTER in PIKEVILLE

02 /

### 2ND ANNUAL PROMISING PRACTICES SUMMIT

@Eastern KY Expo Center  
in Pikeville, KY

OCTOBER 28TH, 2015  
beginning @ 8:30am

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## 2ND ANNUAL PROMISING PRACTICES SUMMIT



Eastern Kentucky Expo Center, Pikeville, KY  
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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.

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September 22, 2015

KVEC will be hosting the  
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event will be held...

2014 KVEC TRANSITION  
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Special Thanks to those  
districts that participated...  
by bringing their students  
to the fair: Floyd, Leslie,  
Letcher and Perry.



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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



# NEXT GENERATION

The Future of Arts & Culture Placemaking in Rural America

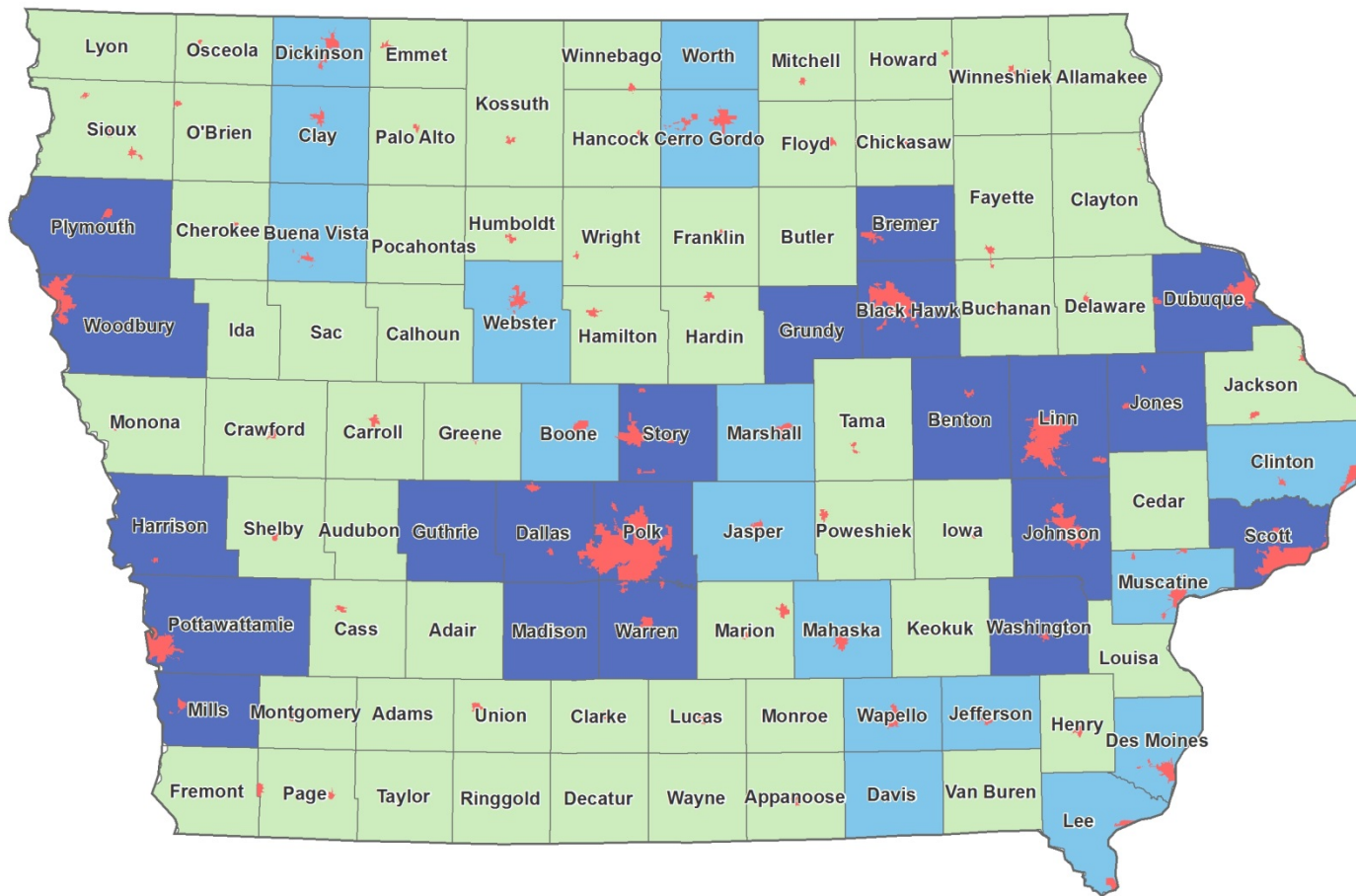
LET'S COLLABORATE TOWARD THE  
FUTURE OF OUR RURAL PLACES.

LEARN MORE

Pop Luck potluck at [The Coleman Center for the Arts](#), York,  
Alabama; Photo: Nathan Purath



## Core Based Statistical Areas and Urbanized Areas/Urban Clusters in Iowa



■ Urbanized Area or Urban Cluster
 ■ Metropolitan Statistical Area

■ Micropolitan Statistical Area

■ Non-Core

0 25 50 100 Miles

Data Sources: U.S. Census Bureau, 2012 TIGER/Line. Office of Management and Budget. U.S. Census Bureau, February 2013 CBSA Delineations Special Release.

Note: Alaska and Hawaii not shown to scale

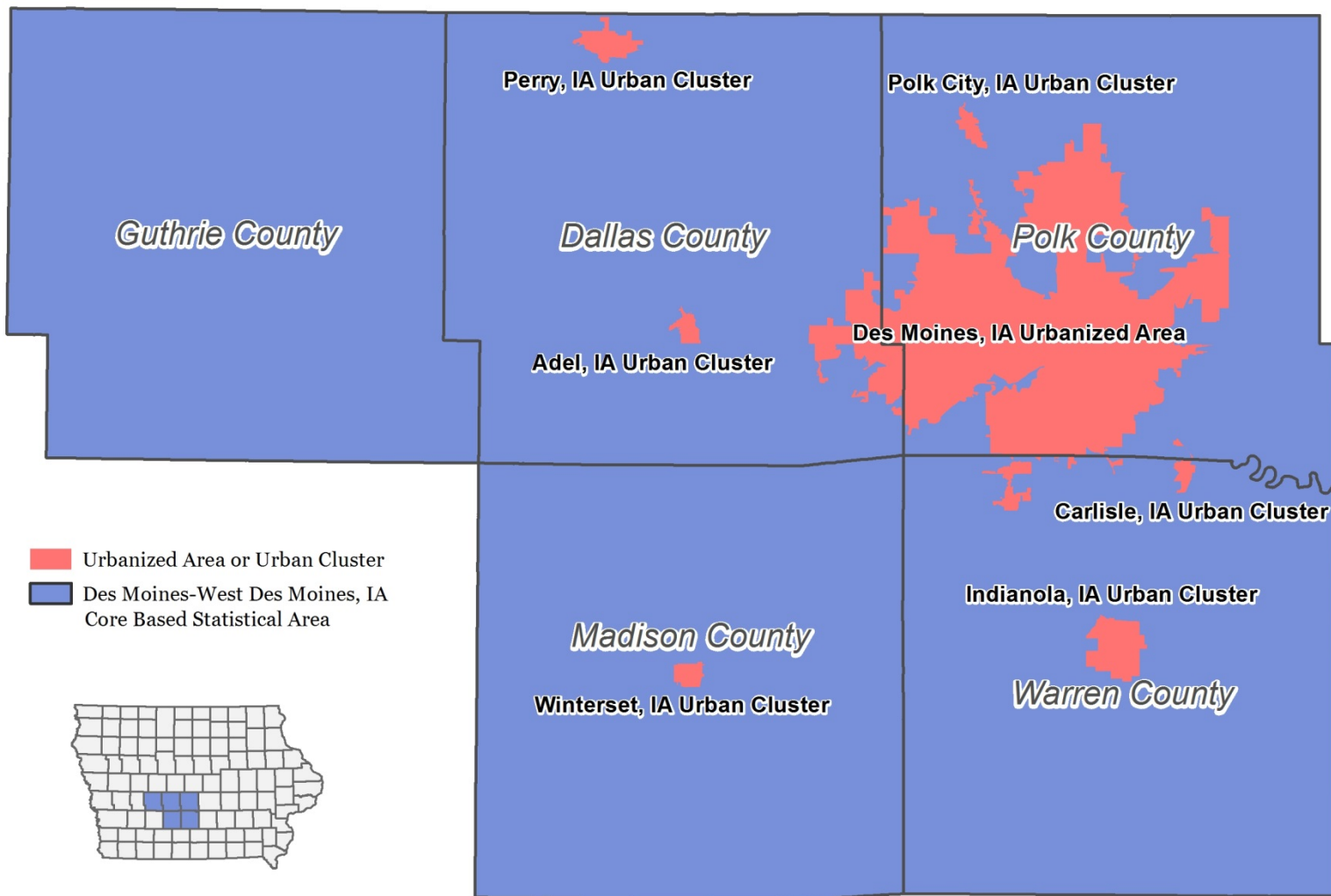
Map created by the Center for Applied Research and Environmental Systems, August 2013.



# Iowa Population Dynamics, 2010

Percent of Iowa Population by CBSA and Rural/Urban Status, 2010				
	UA	UC	Rural	Total
Metropolitan	100.0%	15.9%	<b>33.7%</b>	57.3%
Micropolitan	0.0%	45.8%	17.0%	16.4%
Noncore	0.0%	38.2%	49.3%	26.3%
	100.0%	100.0%	100.0%	100.0%
<b><i>33.7% of the rural population is in Metropolitan Areas</i></b>				
Sources: U.S. Census Bureau and OMB				

## Urbanized Areas and Urban Clusters in the Des Moines-West Des Moines, IA CBSA



Data Sources: Office of Management and Budget, U.S. Census Bureau, February 2013 CBSA Delineations Special Release. U.S. Census Bureau, 2012 TIGER/Line.

0 5 10 20 Miles

Map created by the Center for Applied Research and Environmental Systems, August 2013.





# Population Dynamics, 2010

## Des Moines Metropolitan Area

County	% Urbanized Area	% Urban Cluster	% Rural
Dallas County	53.1%	16.3%	30.6%
Guthrie County	0.0%	0.0%	100.0%
Madison County	0.0%	32.2%	67.8%
Polk County	94.3%	0.8%	4.9%
Warren Warren	19.2%	38.9%	42.0%
<b>Total Des Moines Metro Area:</b>	<b>79.0%</b>	<b>6.5%</b>	<b>14.5%</b>
Sources: U.S. Census Bureau and OMB			



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