

RURAL INITIATIVE IN ILLINOIS: GRAC AND IIRA

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Presentation Overview

- Background and Scenario in Rural Illinois
- Governor's Rural Affairs Council & IIRA
- Issues Addressed and Management Structure
- Issues Addressed
- Accomplishments and Outcomes
- Lessons Learned

Task Force on the Future of Rural Illinois (1986)

- Issues Raised
 - Small City Population and Employment Declines
 - Loss of Rural Youth
 - High Unemployment
 - Poor Rural Economic Conditions
 - Confusing Access to State Programs
- Responses
 - Governor's Rural Affairs Council
 - Illinois Institute for Rural Affairs (Western IL University)
 - Center for Value-Added Agriculture (Univ. IL Urbana-Champaign)
 - Center for Health Policy (Southern IL University)

Governor's Rural Affairs Council

(1987)

- Created by Governor's Executive Order
- Supported by Joint Resolution of Both Houses Support a Rural Initiative
- Lt. Governor Serves as Chair
- Includes Representatives from State Agencies, Universities, and Public
- Full-time Professional Staff
- Purposes:
 - Focus on Rural Issues that Otherwise Would be Overlooked
 - Be Contact Point for Rural Policymakers and Residents
 - Direct Inquiries to State Agencies to Respond
 - Collaborate and Sponsor Rural Research With Illinois Institute for Rural Affairs
 - Report to Governor and General Assembly on Rural Issues and Policies

Illinois Institute for Rural Affairs

- IIRA founded in 1989 at WIU
 - Executive Order Identified IIRA As The “The State’s Academic Clearinghouse For Rural Development Data And Initiatives.”
 - Provide Research And Technical Assistance To Governor’s Rural Affairs Council (GRAC)
 - Help Identify and Collaborate with Universities on Rural Research
 - Started With \$250K (USD) In Appropriated Budget + Grant
 - Mission: To Improve the Quality of Life in Rural Illinois Through Research, Policy Analysis, and Education by Partnering With Public and Private Agencies on Local Development and Enhancement Activities.
 -

Issues Addressed

(Rural Initiative)

Initial Topics:

- Economic Development
- Transportation
- Social Services
- Agriculture
- Public Finance
- Housing
- Health Care
- Education

Target Audience: Rural Communities in Non-Metro Counties and Governments Smaller than 25,000.

Motivations for the IIRA

- Integrated Approach to Rural Issues
- Broad Understanding of Rural Needs
 - Rural is not Only Agriculture (**next slide**)
 - Importance of Links With Metro Areas
- Expanded Local Decision-making Capacity
- Greater Rural Strength and Independence
- Statewide Resource on Rural Issues
- Rural Policy Analyses and Development Support
- Clearinghouse Function Outside of State Agencies

GRAC Activities

- Meet Quarterly with Members Including Agency Heads & Public Members
- Promote Value-Added Programmatic Efforts (DOA and DCCA)
- Focus on Health and Education Outreach Efforts
- Co-Sponsor Statewide Rural Conference with IIRA and Rural Partners
- Prepare Annual Report on Rural Issues for Governor and Legislature
- Coordinate Rural Efforts Within State Government
- Make Policy Recommendations for Rural Programs

Help Rural Residents Access State Services More Effectively

Maintain a Website (With IIRA) Where Agencies Display Program Information

Empower Rural Community Leaders for Future Issues

Examine Long-Term Trends Facing Rural Illinois

Identify Promising Practices to Address Issues

Create an Integrated Work Plan for Rural Legislation and Programs

Increase Emergency Medical Services in Rural Areas

IIRA Mission and Vision

- **Mission**

- To Improve the Quality of Life in Rural Illinois Through Research, Policy Analysis, and Education by Partnering With Public and Private Agencies in Local Development and Enhancement Activities.

- **Vision**

- ...To Be Nationally Recognized For Using An Integrated Delivery System to Provide Knowledge, Information, and Innovative Strategies in Helping Rural Residents Improve Policy Decisions, Overcome Rural Disparities, and Achieve a High Quality of Life by Maintaining the Long-term Viability of Communities.

IIRA Goals

- Promote Sound Statewide Rural Policy.
- Advance State of Knowledge About Rural.
- Provide High Quality Training and Technical Assistance to Support Effective Local Decisions.
- Use *Continuous Improvement* Techniques to Achieve Effective and Efficient Operations.

Core Values

- Community Development is More than Job Creation.
- Successful Solutions Come From Local Initiatives.
- Rural Issues Are Broader than Agriculture.
- Long-term Solutions Must Be Sustainable.
- Rural Communities Do Not Exist in Isolation.
- Successful Community Development Enriches Lives of All Residents.

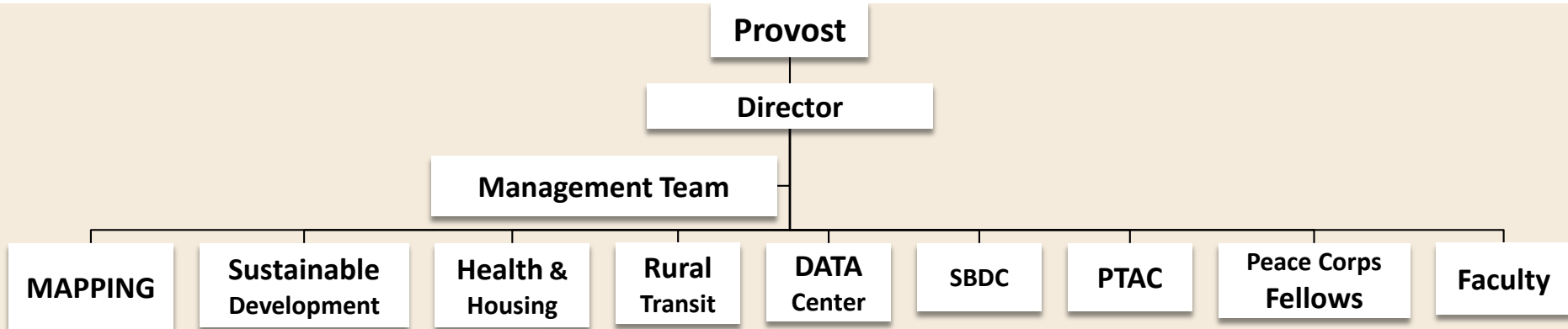
Policy Formation & Implementation

- Work with GRAC on Policy Issues
- Participate in Rural Partners' Activities
- Assist State Agencies with Rural Topics
- Serve as Rural Clearinghouse
- Publish Annual Report on Status of Rural With Policy Recommendations
- Host Statewide Rural Development Conference

Issues Addressed by IIRA

- Policy Support (GRAC & State Agencies)
- Local Community & Economic Development
- Business Development
- Sustainable Value-Added Agriculture
- Community Health Care
- Public Transit
- Public Agency Management Support
- Information Technology
- Housing
- Public Education

IIRA Programs Linked to Strategies



(1) Strategic Visioning

- Where are we now?
- Where do we want to be?
- How do we get there?
- How to Keep Momentum?

Goal:

Prioritize CED objectives through a grassroots consensus-based process.



(2) Technical Assistance

- Business Plans
- Business Retention & Expansion
- Data Collection / Analysis
- Economic Impact Analysis
- Feasibility Studies
- Fiscal Impact Analysis
- GIS Mapping
- Labor Market Analysis
- Marketing Surveys
- Renewable Energy
- Retail Trade Analysis
- Sustainable Development



(3) Implementation

- Peace Corps Fellows
- IIRA Follow-up
- Midwest CDI
- AmeriCorps VISTA
- Volunteer Training
- Statewide Conference
- Regional Workshops
- Online materials

Goal:

Improve the quality of life for the residents of rural Illinois.

IRRA Performance Metrics 1990 to 2011	1990	2000	2005	2007	2008	2010	2011	Total
INPUTS								
Faculty & Staff								
• Full-Time / Part Time	9/0	21/4	28/1	34/0	36/1	36/1	38/1	-
• Peace Corps Fellows on campus	-	17	20	11	13	14	16	-
• Student Workers	5	13	2	2	2	9	8	-
Grants	5	26	46	31	43	49	43	575
• Indirect Cost Dollars (000's)				180	192	257	294	1,098
• Appropriated Dollars (000's)	250	943	1,124	1,411	1,644	1,612	1,606	18,038
• Grant Dollars (000's)	480	1,227	1,974	2,960	2,280	2,673	2,443	30,473
• Total Dollars (000's)	730	2,170	3,098	4,371	3,925	4,285	4,029	46,088
• Leverage Ratio (<i>Total \$ ÷ Appropriated \$</i>)	2.92	2.30	2.76	3.10	2.39	2.65	2.51	2.56
• % Grants Received	100	94	94	97	68	82	100	92
Toll Free Number	601	3,484	2,560	2,345	2,288	1,184	1,020	56,297
Web Page Hits (000's)	-	-	161	594	938	2,360	1,206	7,158
Miles Traveled (000's)	31	136	216	184	189	273	217	2,946
OUTPUTS								
Presentations	15	41	42	44	44	23	21	679
MAPPING	-	11	5	6	7	4	8	204
Mailings (000's)	10	40	23	26	26	9	8	607
Surveys	2	9	8	18	49	59	55	482
Teaching - # of Students	260	273	719	156	139	219	181	7,177
Training Programs	-	26	92	130	156	195	112	1,416
Books	-	2	0	1	1	0	1	17
Chapters /Articles	24	22	11	28	32	22	9	396
Rural Research Reports	3	10	10	10	10	6	7	200
Trade Publications	-	8	7	9	2	17	43	209
Total Publications	27	42	28	48	45	45	60	851
OUTCOMES								
Conference Participants	1,383	2,697	5,879	7,728	6,452	7,764	2,100	96,976
Awards	1	5	5	7	5	1		66

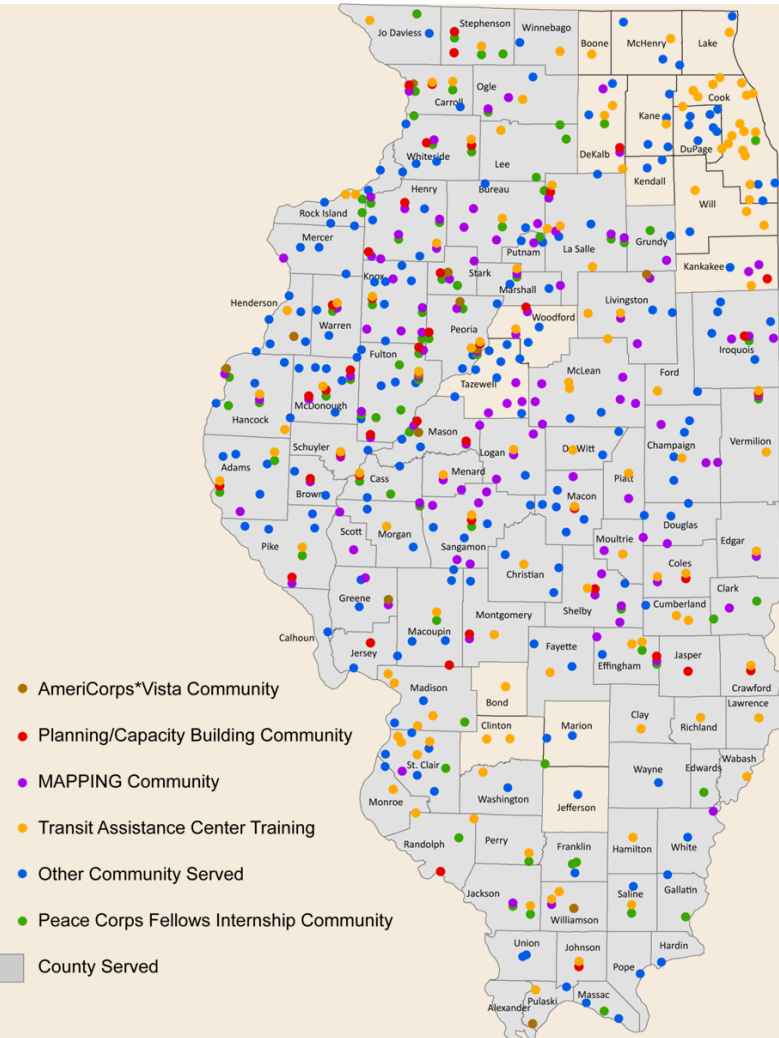
Lessons Learned

- Clear Statement of Mission, Vision, & Goals Integrated into University Missions
- Strong Credibility in University and State Government with Both Parties
- Recognize Importance of Strategic Planning and Use Evidence-Based Approaches
- Collaboration with Universities and Other Groups
- Integration With IIRA Agencies and Market As A Unit
- Focus on Programs, Rather Than Projects
- Track Effectiveness in Operations and Market Success
- Regular Communications (Social Media, etc.)
- Celebrate Successes

COMMUNITIES & COUNTIES

SERVED BY THE IIRA

Communities Served by the Illinois Institute for Rural Affairs



- | | | | | | | |
|---------------|---------------|-----------------|---------------|------------------|---------------|-------------------|
| Abingdon | Cameron | Effingham | Ipava | Milford | Polo | Stronghurst |
| Adair | Camp Point | Elgin | Iroquois | Milledgeville | Pontiac | Sublette |
| Addison | Canton | Elkhart | Jacksonville | Millstadt | Port Byron | Sugar Grove |
| Albion | Carbon Cliff | Elmwood | Jerseyville | Minier | Prairie City | Sun River Terrace |
| Aledo | Carbondale | Erie | Jonesboro | Moline | Princeton | Sycamore |
| Alexis | Carlinville | Eureka | Joppa | Momence | Princeville | Table Grove |
| Alpha | Carmi | Fairbury | Joy | Monmouth | Prophetstown | Taylorville |
| Altona | Carol Stream | Fairfield | Kankakee | Monticello | Quincy | Teutopolis |
| Anna | Carrollton | Farmersville | Karnak | Morris | Raleigh | Tiskilwa |
| Annanan | Cartersville | Farmington | Kewanee | Morrison | Rantoul | Toledo |
| Arcola | Carthage | Findlay | Kingston | Morton | Raritan | Toluca |
| Arenzville | Casey | Fisher | Kirkwood | Mound Station | Red Bud | Toulon |
| Armington | Caseyville | Fox River Grove | Knoxville | Mounds | Reynolds | Tremont |
| Arrowsmith | Centralia | Franklin | La Harpe | Mount Carmel | Roanoke | Triumph |
| Arthur | Centreville | Freeport | Lacon | Mount Carroll | Robinson | Tuscola |
| Ashkum | Champaign | Fulton | Ladd | Mount Morris | Rochelle | Ullin |
| Ashland | Chandlerville | Galena | Lanark | Mount Pulaski | Rochester | Urbana |
| Assumption | Charleston | Galesburg | Lansing | Mount Sterling | Rock Falls | Ursa |
| Astoria | Chatham | Galva | Lawrenceville | Mount Vernon | Rock Island | Utica |
| Athens | Chenoa | Gardner | Le Roy | Murphysboro | Rockford | Vandalia |
| Atkinson | Chester | Geneseo | Leland | Nashville | Roodhouse | Vermont |
| Atlanta | Chicago | Genoa | Lena | Nauvoo | Roseville | Versailles |
| Atwood | Chillicothe | Gibson | Levistown | Neoga | Rosiclar | Victoria |
| Auburn | Clifton | Gillespie | Liberty | New Athens | Rushville | Vienna |
| Augusta | Clinton | Lincoln | New Boston | Salem | Villa Grove | Virgen |
| Aurora | Coal City | Girard | Lisle | Newton | San Jose | Walden |
| Avon | Coal Valley | Godfrey | Litchfield | Niantic | Sandoval | Virginia |
| Bardolph | Colchester | Golconda | Lomax | Normal | Savanna | Walnut |
| Barry | Colfax | Golden | Mackinaw | Oak Brook | Saybrook | Waltham |
| Barstow | Collinsville | Good Hope | Macomb | Oakbrook Terrace | Sciota | Warsaw |
| Bartonville | Columbia | Grayville | Macon | Ogden | Seneca | Washington |
| Bath | Concord | Crescent City | Madison | Oglesby | Shawnee | Wataga |
| Beardstown | Crystal Lake | Harrisburg | Manito | Omaha | Sheffield | Waterloo |
| Bellevue | Cuba | Harristown | Manlius | Onida | Shelbyville | Watseka |
| Belvidere | Cullom | Harvard | Mapleton | Oquawka | Sheldon | Weldon |
| Bement | Dallas City | Havana | Maquon | Oregon | Sherman | Wenona |
| Benton | Danvers | Henderson | Marion | Orion | Sherrard | West City |
| Berwick | Danville | Hennepin | Maroa | Oswego | Silvis | West Frankfort |
| Bethany | De Pue | Henry | Marseilles | Ottawa | Smithfield | West Peoria |
| Biggsville | Decatur | Herrin | Marshall | Parris | Smithton | White Hall |
| Bingham | Deer Creek | Heyworth | Martinsville | Paxton | Sparta | Williamsfield |
| Blandinsville | DeKalb | Highland | Mascoutah | Payson | Spring Valley | Williamsville |
| Bloomington | Delavan | Hillsboro | Mason City | Pecatonica | Springfield | Winchester |
| Bradford | Dieterich | Hillsdale | Mattoon | Pekin | St. Charles | Winfield |
| Brookport | Divernon | Hinckley | McLean | Peoria | St. David | Woodhull |
| Browning | Dixon | Homewood | McLeansboro | Perry | St. Joseph | Wyoming |
| Brownstown | Du Quoin | Hopeston | Mendon | Petersburg | Stanford | Yates City |
| Bushnell | Dupo | Hopedale | Mendota | Pittsfield | Stanton | Yorkville |
| Byron | Dwight | Hopkins Park | Meredosia | Pleasant Hill | Sterling | |
| Cairo | East Peoria | Hull | Metamora | Pleasant Plains | Strasburg | |
| Cambridge | Edwardsville | Industry | Metropolis | Plymouth | Streator | |

Counties: Adams, Alexander, Brown, Bureau, Calhoun, Carroll, Cass, Champaign, Christian, Clark, Clay, Crawford, De Witt, Edgar, Edwards, Effingham, Fayette, Franklin, Fulton, Gallatin, Greene, Grundy, Hamilton, Hancock, Hardin, Henderson, Henry, Iroquois, Jackson, Jasper, Jersey, Jo Daviess, Johnson, Knox, La Salle, Lawrence, Lee, Logan, Macon, Macoupin, Madison, Marshall, Mason, Massac, McDonough, Menard, Mercer, Monroe, Montgomery, Morgan, Ogle, Perry, Pike, Pope, Pulaski, Putnam, Randolph, Richland, Rock Island, Saline, Sangamon, Schuyler, Scott, St. Clair, Stark, Stephenson, Union, Wabash, Warren, Washington, Wayne, White, Whiteside, Williamson

For Additional Information:

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