



Celebrating the Apples to Orchards Project in Hope

### RISE 2020 – RURAL INDIANA STRATEGY FOR EXCELLENCE

Communities, counties, and regions are rife with plans. There are transportation plans, economic plans, education plans, and more. The challenge is stepping far enough away to see how the plans overlap, intersect, and connect. For decades we have planned in separate and distinct sectors, but if we analyze our lifestyles, we will find that these sectors overlap, intersect, and connect.

RISE 2020 is a cultural framework for rural development that capitalizes on these connections. Its ultimate goal is to make rural communities great places to live, learn, work, and play. RISE 2020 is a 15-year effort owned by Indiana’s rural citizens, community leaders and service providers – an inclusive initiative that is driven by the people who get involved. RISE 2020 is an exciting opportunity to help local people do great things.

Sharing ideas at the Leadership Learning Laboratory



### RISE 2020 IS...

- **An inclusive strategy - if you want to be more involved, you can be**
- **About local people doing great things**
- **Owned by the people who engage**
- **A road map, not a detailed strategy**
- **Not sector-driven, but based on a Foundation and Seven Pillars**
- **A marathon, not a sprint**

*Our goal -- to help your community get from where it is to where it wants to be*

FOR MORE INFORMATION ABOUT  
RISE 2020

[WWW.RURALINDIANA.ORG](http://WWW.RURALINDIANA.ORG)

AN INITIATIVE  
STEWARDED BY

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# TOP TEN RURAL INDIANA PRIORITIES

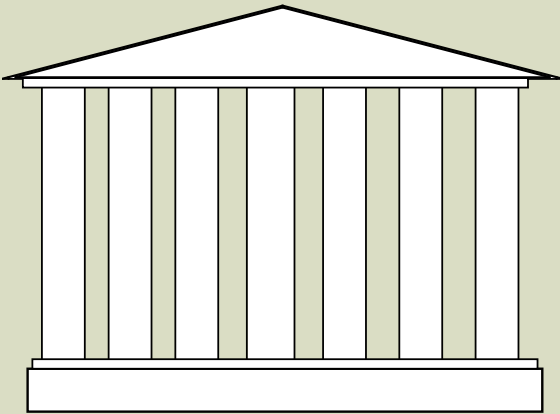


❖ RISE 2020 ❖

RURAL INDIANA STRATEGY  
FOR EXCELLENCE

## RISE 2020 FRAMEWORK

RISE 2020 is an innovative and holistic approach to community and economic development. Unlike more traditional planning in silo-like sectors, RISE 2020 is built upon a broad Foundation and Seven Pillars.



The Foundation –  
*A New Rural Constituency with a Voice and Platform.*

Seven Pillars –

- *Regional Frameworks*
- *Civic Leadership and Engagement.*
- *Asset-Based Community Development.*
- *Rural Innovation Culture through Public and Private Entrepreneurship*
- *Youth Engagement.*
- *Wealth Creation and Retention.*
- *Diversity, Access and Inclusiveness*



# Setting Indiana's Rural Priorities

## RISE 2020 CONGRESS

At the first-ever RISE 2020 Congress in June 2007, nearly 200 rural citizens, community leaders and service providers met and established the Top Ten Rural Priorities for Indiana. Eight sector groups presented 38 recommendations for consideration. From these, the following ten were chosen.

**Offer entrepreneurial training in the formal K-12 and post-secondary curricula to cultivate the development of homegrown businesses.**

**Create a local leadership culture that sustains economic development through recruitment, retention and entrepreneurship strategies.**

**Develop an entrepreneurial and innovative culture focused on community capacity opportunities.**

**Create a new system of Indiana Rural Regional Planning Organizations to coordinate regional planning, prioritizing, and decision-making to meet future transportation demands.**

**Align educational funding systems to address students and their needs.**

**Commit public and private resources to entrepreneurship development systems that will create or strengthen homegrown businesses.**

**Ensure the availability of affordable medical services to rural residents, e.g. hospitals, clinics, emergency services, mental health, and dental.**

**Strengthen the planning mechanisms that communities, regions, and state agencies use to protect, promote, and develop land, water, and other natural resources.**

**Transform public financing systems to encourage communities to share resources and develop multi-jurisdictional services.**

**Identify and market new and existing career opportunities in rural Indiana communities.**

The RISE 2020 Rural Priorities report, including all 38 recommendations, are available at [www.ruralindiana.org](http://www.ruralindiana.org).

