

Beyond the Borders

COMMUNITY, ECONOMIC DEVELOPMENT and LEADERSHIP NEWSLETTER

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Building Communities

"Practical Tools and Information"

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This newsletter is meant to share practical tools and information to assist you in your important role in community and economic development work. We welcome comments on current letters plus encourage your advice for future articles.

Newsletter Topics

[Editorial - Ethics. . .](#)

[North Dakota Population Projections: 2005 to 2020](#)

[Message Mapping](#)

[To Market, To Market to Sell a Fat Hen](#)

[Pride of Dakota: North Dakota Originals](#)

Editorial - Ethics.

It's a way of looking at the world. It's a process that helps us come to terms with our toughest dilemmas. It's not a compromise, it's a lens. Our ethics define the way we participate in the community around us. -- Rushworth Kidder in *Leadership Link* Spring 2002, Ohio State University Leadership Center.

When considering what has recently taken place in several of our companies and organizations, I can't help but think that we are a society that has forgotten the importance of words like ethics, integrity and professionalism. Are we willing to disregard our moral duty and obligation to society in search of personal recognition,

profits or winning? From business to politics to organizations, we see evidence that ethical behavior is eroding.

Our behavior is guided by core values, both personal and societal. Perhaps the reason we have this erosion of behavior is that we have spent a generation focusing on personal values. As Mary Merrill of Merrill & Associates states in her article "Leadership and Ethics," (*Leadership Link*, Spring 2002, Ohio State University Leadership Center) "personal values are uniquely individual and we each tend to set priorities based on our core values and beliefs to help us decide how to act. Because we each have this personal value system that helps us judge what is right and what is wrong, does **not** mean that ethics is purely a personal matter." It is also a societal matter. Merrill supports this by referring to the Six Pillars of Character defined by the Josephson Institute for Ethics -- trustworthiness, respect, responsibility, fairness, caring, and citizenship -- as the universal values that form the foundation for ethical behavior.

I believe that there is good news and that is that positive change is taking place. People are beginning to be held accountable and schools are actively involved in teaching young people about the Six Pillars of Character. It's a start! Kathy

(See "Leadership in Ethics" at: <http://leadershipcenter.osu.edu/>.)

For information on a train-the-trainer workshop for Character Education contact the NDSU Extension Center for 4-H and Youth Development at (701) 231-7251.

[Back to top](#)

North Dakota Population Projection: 2005 to 2020

Source: Richard Rathge, Director, ND State Data Center, NDSU

North Dakota's population grew only slightly over the past decade. According to the authors of the publication "North Dakota Population Projections: 2005 to 2020", issued September 2002. We had the smallest relative growth of all 50 states at only 0.5% between 1990 and 2000 for a total of 642,200 people.

The three trends identified as those with the greatest influence on the state's future population and comprise the underlying assumptions used in the publication to project future populations are rural depopulation, out-migration of young adults and young families, and an increasing proportion of elderly.

The projections given include:

- By 2020, nearly half of the counties will have a population base below 4,000 residents.
- The number of children will consistently decline for the majority of counties over the next 20 years.

- The number of older seniors (i.e. 85 years of age and older) will grow by nearly two-thirds during that time frame.

Projections are only valid if everything continues on the same course. That's our challenge and our opportunity. Many North Dakotans are considering alternative enterprises and communities are actively assessing the strengths of their communities for future growth. The NDSU Extension Service has tools and resources that can help. See additional information on this Web site or call your local county extension office.

For additional information on North Dakota's population projections by county go to <http://www.ndsu.edu/sdc>.

[Back to top](#)

Message Mapping

Source: University of Missouri Outreach and Extension, "Creating Your County's UO/E Message Map"

No matter what business you are in, you need to be able to tell your story.
Effectively communicating who we are and what makes our product special is critical to your future support or sales. According to the University of Missouri, a message map is an ideal way to communicate. Message maps have four primary components:

1. Home Base

This is your main message, your single most important communication objective.

Example: the main message for the Extension Service would be to improve people's lives.

2. Positive Points

These are primary messages that support your Home Base, back up your main message and add credibility to what you say.

Examples:

Provides research and knowledge based education

Creates learning partnerships to link citizens with public resources

Offers flexible program access to educational resources

Helps meet high-priority needs

3. Positive Proof Points

These specific statements verify your Positive Points. They are generally quantitative statements but may include qualitative information, such as client testimonials.

Examples:

Provides research and knowledge based education

Builds healthy families and individuals
Helps create businesses

4. Distinguishing Points

These unique points distinguish you from other organizations and show impact.

Example:

Provides research and knowledge based education
Helps create rural businesses
10 Agritainment or Farm and Ranch Recreation workshops
helped over 400 farm and ranch
operators to decide whether or not starting a ranch based
business was feasible.

Examples of businesses started: (list)

The entire process is laid out in a map format with the home base placed in a middle circle. For more information go to:

<http://outreach.missouri.edu/staff/marketing/messagemap.html>

[Back to top](#)

"To Market, to Market to Sell a Fat Hen"

Source: Maureen Kilkenny, Iowa State University

That's a rather familiar title for a new publication from Iowa State University on how to grow your business from an idea to a successful company. The authors use the analogy of the chicken and the egg to explain the process of starting a business. To quote, ¶ A twinkle in the rooster's eye is the idea or pre-seed stage. You and /or an exploratory group have discussed an idea, and it's time to scratch around for proof of possibilities. It takes mostly time and energy. There might be phone calls, driving to meetings and attendance at conferences. Hiring business consultants and or someone with technical knowledge may be required. A feasibility plan should be in the works. Personal saving, assets including credit cards and angels close to home(family and friends) are usual sources money.¶

They describe the next stage as the egg stage. This is when the business probability has moved forward. You get the picture. As the chick grows, additional resources and special care must be provided in order for the chick (i.e. business) to be healthy.

The publication has numerous on-line resource lists. Go to:

<http://www.wallacefdn.org/businessstartup.html>

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[Back to top](#)

Pride of Dakota: North Dakota Originals

Source: North Dakota Department of Agriculture

Looking for a unique gift for family or friends? Consider checking out the November/December Pride of Dakota Showcase events. The products sold at these shows are the creations of North Dakota businesses. You will discover art, music, recreation, unique foods and more. Watch for the showcase nearest you!

You can also buy online at <http://www.shopnd.com/>

[Back to top](#)

[[Newsletter Homepage](#)]

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