

Michigan's Defining Moment

The Report of the First Round of Community Conversations

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Table of Contents

Introduction.....	4
A Vision for the Future of Michigan	8
Principles and Strategies	10
Principle #1: A Talented and Globally Competitive Workforce	11
Pre-K-16 Education	11
Lifelong Learning	11
Principle #2: A Vibrant Economy and Great Quality of Life.....	12
Economic Development and Diversification	12
Entrepreneurialism.....	12
Quality of Place.....	12
Rebranding Michigan as “The North Coast”	13
Principle #3: Effective, Efficient, and Accountable Government	13
Accountability and Bipartisan Leadership.....	13
Clear Taxing and Spending Priorities	14
Government Collaboration and Service Sharing	14
Appendices.....	16
Principles/Strategies Vote Totals.....	16
Principle Tally.....	16
Strategy Tally.....	16
Demographics of Participants	18
Map of Community Conversations by Region	19
List of All Community Conversations.....	20
Action Pledge Form Tallies	24
Grow the Defining Moment Campaign	24
Build Momentum for Michigan’s Transformation	24
Methodology.....	26

Introduction

The Michigan's Defining Moment Public Engagement Campaign (MDM) is driven by the belief that giving concerned citizens the opportunity to deliberate will produce a shared public agenda and a strong willingness to participate in making that agenda a reality. By the end of 2010, MDM aims to have 10,000 or more Michigianians act for the best future of Michigan and hold their elected officials accountable for their decisions on that future.

Why this approach? Short-sighted budget battles continue to paralyze Lansing and distract elected officials from focusing on the long-term future of our state. Regional and community alliances and single-issue groups are doing promising work, but no statewide effort is looking comprehensively at the future of Michigan from the viewpoint of the citizens of Michigan. A broad public engagement initiative is needed to fundamentally recast the way leaders and residents think about and act to take back Michigan's future.

Michigan's Defining Moment has been launched by the Center for Michigan, a 501(c)(3) nonprofit organization founded in 2006 by a group of diverse, bipartisan, experienced statewide leaders. MDM is an ambitious campaign to combine broad state and community leadership with public engagement and action to move Michigan to a new era of prosperity.

Michigan's Defining Moment has three goals:

- **Widespread and In-Depth Public Engagement.** Engage many Michigan citizens who are committed and prepared to take action in the best interest of the future of our state.
- **A Shared Public Agenda for the Transformation of Michigan.** Build strong, passionate common ground on a public agenda for far-reaching changes that best provide momentum for our future prosperity.
- **Action.** The engagement campaign will provide the compelling public agenda, opportunities for continued dialogue on the agenda, and tools and forums to inspire and support citizen action on behalf of the future of our state.

Two rounds of community conversations are the foundation of MDM's public engagement. Through them, Michigan citizens will forge the shared public agenda for our state's best future. Between October 2 and December 8, 2007, 1,153 people participated in the first round of 96 in-person community conversations. Another 347 participated individually in the same exercises via online community conversations on the Center for Michigan website. From Ironwood to Monroe, from Detroit to Grand Rapids, committed people came together to talk enthusiastically about a vision for the future of our state and the principles and strategies for making that vision a reality. In the second round of community conversations, these participants will return to discuss the best ways to implement the strategies and the trade offs involved. (For an explanation of the methodology, please see the appendices.)

MDM is engaging a diverse citizenry. The first round of community conversations were held across Michigan, with every region holding at least four conversations and the most populous regions of the state hosting many more. (A list of the conversation conveners and sites appears in the appendices, as does a map of conversations by region.) The age composition of the participants is equally diverse, with 27 percent under the age of 35, 36 percent aged 35-54, and 36 percent aged 55 and over. Almost one-quarter (24 percent) of the participants were minorities, with Black/African-Americans 14 percent of the 1,153 participants. (Please see demographics in the appendices.)

This report captures the perspectives voiced *most often* by community conversation and online participants on the vision, principles, and strategies to move Michigan forward. It does this in two ways: (1) by stating the principles and strategies that received the most support during the conversations and online and (2) by modifying and adding to the principles and strategies based on the comments made most often in the conversations. The MDM project team has reviewed and organized comments by category from every community conversation, so the changes to the principles and strategies are those most frequently mentioned in the conversations and online. Together, the refined principles and strategies offer a rich array of approaches for making Michigan prosper that reflect the collective input of 1,500 concerned Michigan residents.

Michigan's Defining Moment and its community conversations are sparking intense thought and action among passionate Michigan residents of all ages. Feedback from community conversations participants and conveners has been overwhelmingly positive with the vast majority participants enthusiastically agreeing to "go deeper" in a second round of community conversations in early 2008. These two remarks are examples of that feedback:

"I wanted to let you know that my town's community conversation went extremely well. Everyone enjoyed being involved and felt excited and inspired to help the state. Thank you so much for giving high school students in my community the opportunity to help our homes and thank you for starting this entire movement. It is so comforting to know that all around Michigan people are working to revive the state. I am confident that the movement will be a success. Thank you so much!" – High school senior Rachna Reddy, who convened a community conversation in Port Huron.

"The session was actually a blast. It is so nice to get with others who at least are trying. It is always refreshing to spend a moment with some who can see beyond what is, and demand to think about and plan for what should be. Thanks for including me. These are topics that I and those around me battle and dwell on. Continuously. I look forward to more discussions." – Follow-up email from a participant in the very first community conversation, held at the Michigan State Medical Society, in early October.

Over and over again, conveners and participants said that Michigan’s Defining Moment was long overdue. (The appendices include activities that community conversation participants pledged to engage in to advance the campaign.) They are weary of the partisan battles that obscure what Michigan needs to do to transform itself. More important, the community conversations revealed a foundation of 1,500 community leaders across the state who have a strong desire to work together to propel our state forward and an unwavering pride in all that Michigan has and will be.

A Vision for the Future of Michigan

After introducing themselves and saying why they lived in Michigan, community conversation participants were asked to offer their vision or hope for the future of Michigan. This discussion occurred before the proposed principles and strategies were handed out, so that the following summary is an unprompted picture of more than 1,000 Michigan residents' vision for our state. Moreover, the themes that online participants emphasized most were very much consistent with those in the community conversations. The major themes voiced most often are translated here into a vision statement for our future and appear in the order of the number of mentions they received.

In the eyes of community conversation participants, the vision for Michigan's best possible future includes:

Economic development and diversification. Michigan forges unique economic niches that draw on established and emerging assets to become a national leader in new industries. While we build upon our strong manufacturing heritage and brainpower, economic diversification is essential to the revitalization of Michigan's economy. Strong research and development capabilities in our universities and private enterprises and encouragement of entrepreneurs are key to renewing our economy. Our state encourages the risk taking and innovation that entrepreneurs bring. The flip side of a growing and diversified economy is a wealth of jobs and careers that keeps our best and brightest in Michigan.

Education. There is a revitalization of education in Michigan, even as higher education continues as a strength. A culture that values education is at the foundation of such revitalization: everyone desires and has the ability to access knowledge—in pre-K-12 schools, training in skilled trades, colleges, and universities—that helps them thrive in the 21st century economy. This education is tied closely to the skills necessary to (a) find and succeed in jobs that Michigan's economy offers and (b) improve life in our communities.

Better government. To transform Michigan, partisan political polarization ends and our elected representatives work together to forge public policies that move the entire state forward. Michigan's future is driven by courageous political leadership that inspires cooperation among diverse interests. Michigan has shared public services, spends on common ground public priorities, and insists on public accountability for decision making.

Pride and a new brand. Michigan takes pride in and showcases the state's many assets—great tourism, vibrant cities, successful businesses, creative energy in the arts and culture, natural resources, affordable and welcoming places to raise a family, and many others. This bolsters the state's image outside and inside Michigan.

Natural resources. Preservation of our abundant natural resources, especially fresh water, is a hallmark of Michigan. We find a sustainable balance between economic development and our natural resources; in fact, that balance is a unique attraction for homegrown and out-of-state talent.

Civic engagement. Many more citizens are informed and involved in discussions and actions that drive the best future for their communities and the state as a whole.

Diversity. Embracing Michigan’s rich diversity—and bridging racial, ethnic, and other divides—strengthens our state’s uniqueness, enriches our culture, and fosters a more productive workforce.

Cities. Our cities, especially Detroit, are revitalized. Vibrant, diverse urban areas across the state attract residents and visitors.

Youth. Michigan nurtures its youth. This extends beyond education to creating exciting careers, community service, culture, and other opportunities for young people to flourish.

Health. Health coverage is available to everyone and efforts are redoubled to improve our health status through prevention and management of chronic illness.

Michigan as a destination. The qualities described above combine to make Michigan a place of excitement that retains, attracts, and fosters talent and business and where people want to raise a family.

Principles and Strategies

The Michigan's Defining Moment Public Engagement Campaign began in spring 2007 when more than 100 diverse statewide community leaders from business, education, the non-profit sector, and the public sector came together in large roundtable meetings to develop a succinct agenda for Michigan's transformation. Those MDM "Founding Champions" endorsed three broad guiding principles for Michigan's future:

1. A talented and globally competitive workforce.
2. A vibrant economy and great quality of life.
3. Effective, efficient, and accountable government.

The job of the 1,500 participants in the community conversations in fall 2007 was to discuss, debate and refine both those principles and the possible strategies for implementing them.

Community conversations participants overwhelmingly endorsed the three proposed principles for transforming Michigan. When participants were asked to rank the principles, a vibrant economy and great quality of life was ranked highest, followed by a talented, globally competitive workforce, and then effective, efficient and accountable government. Even so, the differences in the ranking of the three principles were modest. In fact, during the subsequent conversation, many participants commented that the principles were all interrelated and important—or equally important.

When asked if anything important was missing from the principles, participants made suggestions for refinements. The participants also were asked to discuss strategies and select two under each principle that they felt were most essential to transforming Michigan. The MDM project team tallied the points that participants gave to the principles and strategies and reviewed, organized, and tallied comments by category from every community conversation and the online responses. The response categories most frequently mentioned in the conversations and online were used to refine the principles and strategies. The tallying of points and comments revealed the following:

- The three original principles were confirmed, with some suggested modifications. The first principle has been modified to reflect the frequency of comments on the importance of affordable and accessible education from birth and throughout a person's lifetime. The second principle has been modified to reflect the many comments on the need to invest in and protect our assets. This principle has also been changed to emphasize our quality of life and the assets mentioned most often, including our diversity. The third principle has been modified to reflect the frequency of comments on the importance of citizen involvement in government.
- Nine strategies received the strongest support and comments. Of these nine, one is new—economic development and diversification—reflecting the enormous amount of mention in the vision and strategies discussions. In the case of entrepreneurialism, three overlapping strategies were combined into one for greater coherence. Other strategies were modified slightly to sharpen their focus, again reflecting the community conversation and online comments.

- To flesh out the strategies, “options mentioned most frequently to implement the strategies” appear in order under each of the nine strategies to reflect the topics and perspectives expressed most often in the conversations.

PRINCIPLE #1: A TALENTED AND GLOBALLY COMPETITIVE WORKFORCE

To prosper in the flat world of the 21st century, Michigan must greatly enhance the skills and potential of its people so they can compete with workers around the globe – and win. Affordable and accessible education—from birth and including lifelong learning—is critical to grow, retain, and attract talent.

Pre-K-16 Education

Dramatically improve overall learning and completion rates from early childhood to K–12 through higher education.

Actions mentioned most frequently to implement the strategy:

- Ensure equitable access for all to quality education.
- Change focus in the classroom to improve quality of education by emphasizing, for example, practical skills, community service, and creativity.
- Increase funding for education at all levels.
- Link education and business/skills needed for jobs more closely, including strengthening of certification programs for skilled trades.
- Reform the structure of education including, for example, identifying and using best practices, increasing parental involvement, improving vocational training, overcoming education institutions’ reluctance to change, allowing flexible approaches to student needs, and others.
- Greatly increase recognition that education and creativity are essential to prosperity.
- Expand high quality pre-K education.

Lifelong Learning

Assure affordable access to lifelong learning so young people get the skills they need to launch prosperous careers and workers in mid-career and beyond can best adapt to the rapidly changing economy.

Actions mentioned most frequently to implement the strategy:

- Inventory, assess, and disseminate opportunities for lifelong learning, and match this information to the jobs of the future.
- Increase mentoring and engagement of youth aimed at charting a course for their future.

PRINCIPLE #2: A VIBRANT ECONOMY AND GREAT QUALITY OF LIFE

To best attract and retain job providers and talent, Michigan must invest in and protect those assets which differentiate it from other places—our quality of life, work ethic and pioneering history, business innovation and technology, education and health systems, natural resources, urban centers, and the diversity of our people and communities.

Economic Development and Diversification

Reinvigorate and diversify our economy by forging unique niches that draw on established and emerging assets. These assets include our strong manufacturing brainpower, longstanding and new businesses thriving in the new century, and innovation and technology fueled by strong research and development activities in our universities and private enterprises.

Actions mentioned most frequently to implement the strategy:

- Create a business culture and economy that are reliant on innovation and technology.
- Retain existing businesses and attract new businesses.
- Leverage existing resources, talent, and research and development in automobile design and manufacturing, health care, technology, engineering, and other disciplines.
- Balance economic growth and protection of our natural resources by embracing sustainable development.
- Step up commercialization of university research.
- Move aggressively and systematically to develop an alternative energy industry.

Entrepreneurialism

Greatly boost economic development by (a) growing an entrepreneurial culture, growing venture capital and ensuring a competitive, simple, and predictable business tax structure; (b) providing greater recognition and support for our state's growing new economy of entrepreneurs and small businesses: and (c) embrace change and risk as key factors in 21st century personal and corporate success.

Actions mentioned most frequently to implement the strategy:

- Encourage entrepreneurs, starting in high school and college and continuing through new business launch and maturation.
- Strengthen government support for entrepreneurs and small business.
- Promote incubators, venture capital, and opportunities for dialogue among entrepreneurs and aspiring entrepreneurs.

Quality of Place

Rejuvenate communities to assure they have the amenities, culture, and diversity to develop, attract, and retain talented people. Effectively manage the size and cost of our infrastructure. Protect our natural resources.

Actions mentioned most frequently to implement the strategy:

- Protect our natural resources, especially water.
- Revitalize our cities, especially Detroit.
- Embrace diversity as an asset to our state’s vibrancy and increase cultural understanding and proficiency.
- Create vibrant places where young people will come to live.
- Improve the health of Michigan residents and make sure that everyone has health coverage.
- Develop mass transit systems.

Rebranding Michigan as “The North Coast”

Re-brand Michigan as a vibrant “North Coast.” A place that is home to one-fifth of the world’s fresh surface water and other bountiful natural resources that support sustainable growth in industries such as agriculture, tourism, and forestry. And a place that grows ever smarter and more innovative.

Actions mentioned most frequently to implement the strategy:

- Win the battle of perception inside and outside Michigan by telling the many good stories about the state; stop flogging ourselves and work together to promote Michigan.
- Work with the media to convey a more positive image of Michigan.
- Quantify the high value of doing business in Michigan.
- Tout the affordability of buying a house and raising a family in Michigan.

PRINCIPLE #3: EFFECTIVE, EFFICIENT, AND ACCOUNTABLE GOVERNMENT

For Michigan to maximize the amount of tax dollars devoted to our most distinctive and competitive assets, our public sector must be nimble, thrifty, and accountable. State and local government, schools, and higher education must maximize efficiency to assure sustainable funding for Michigan’s most pressing and strategic future needs. Public institutions must better serve people and embrace change. Citizen involvement must be encouraged as essential for effective and accountable government.

Accountability and Bipartisan Leadership

Increase political accountability so that Michigan can rely on experienced, strategic, competent, and decisive leaders in elected offices—leaders willing to set aside traditional party politics to craft and implement bipartisan strategies to move Michigan forward. Possible approaches to governance include lengthened term limits, a unicameral and/or part-time legislature, campaign finance reform, and redistricting.

Actions mentioned most frequently to implement the strategy:

- Increase the public’s involvement in decisions about Michigan’s future by promoting an informed electorate, improving voting rates, and engaging youth and young adults to take part in deciding Michigan’s future.

- Insist on better leadership from elected officials by holding them accountable for their decisions.
- Craft and implement bipartisan strategies to move Michigan forward.
- Eliminate term limits or extend the length of terms before the limit is reached.
- Increase civil discourse and collaboration.

Clear Taxing and Spending Priorities

Establish a new “public purse”—a tightly focused, long-term, sustained taxing and spending strategy. Top spending priorities: education, economic development, marketing our state to the world, and quality of life investments in arts & culture, natural resources, health, and safety. Michigan must continually assess and modernize its tax structure to maximize and sustain those public investments that are crucial for the state’s competitiveness in the global economy.

Actions mentioned most frequently to implement the strategy:

- Create a responsible tax structure that reflects the priorities that will drive Michigan’s prosperity.
- Scrutinize and limit spending on corrections that do not clearly contribute to the state’s future competitive stake.
- Invest prudently in infrastructure (roads, airports, technology) to foster economic vitality.
- Be willing to shift public priorities.
- Manage large and growing public sector pension and health care burdens so that those legacy costs do not erode public investment in Michigan’s most pressing and strategic needs.

Government Collaboration and Service Sharing

Increase collaboration and service sharing among Michigan’s hundreds of school districts and local government units. Tax revenue sharing and state laws should reward collaboration, service sharing, efficiency, and best practices.

Actions mentioned most frequently to implement the strategy:

- Consolidate government units and school districts or their functions.
- Share resources and collaborate across governmental units.
- Develop and implement regional solutions to public issues whenever appropriate.

Appendices

PRINCIPLES/STRATEGIES VOTE TOTALS

Community conversation participants completed two voting exercises. First, they individually allocated 10 points across the three principles to determine which principle was most important to Michigan’s future. Next, they individually chose two best strategies to implement each principle.

Principle Tally

	Total Points
A Talented, Globally Competitive Workforce	3620
Principle: To prosper in the <i>flat world</i> of the 21 st Century, Michigan must greatly enhance the skills and potential of its people so they can compete with workers around the globe – and win. That means we must grow, retain, and attract talent.	
A Vibrant Economy & Great Quality of Life	4002
Principle: To compete globally and prosper, Michigan must invest in those assets which differentiate it from other places to best attract and retain job providers and talent.	
Effective, Efficient & Accountable Government	3448
Principle: For Michigan to maximize the amount of tax dollars devoted to our most distinctive and competitive assets, our public sector must be nimble, thrifty, and accountable. State and local government, schools, and higher education must maximize efficiency to assure sustainable funding for Michigan’s most pressing and strategic future needs. Public institutions must better serve people and embrace change.	

Strategy Tally

	Total Points
A Talented, Globally Competitive Workforce	752
Dramatically improve overall learning and completion rates from early childhood to K–12 to higher education.	
Rejuvenate communities to assure they have the amenities, culture, and diversity to develop, attract and retain talented people. Effectively manage the size and cost of our infrastructure.	644
Assure affordable access to lifelong learning so young people get the skills they need to launch prosperous careers and workers in mid-career and beyond can best adapt to the rapidly changing economy.	612
Greatly increase recognition that education and creativity are essential tickets to prosperity.	425
Make Michigan welcoming to all.	130

	Total Points
A Vibrant Economy & Great Quality of Life	720
Establish a new “public purse” – a tightly focused, long-term, sustained taxing and spending strategy. Top spending priorities: education, economic development, marketing our state to the world, and quality of life investments in arts & culture, natural resources, health, and safety. Michigan must continually assess and modernize its tax structure to maximize and sustain	

those public investments that are crucial for the state's competitiveness in the global economy.	
Remake and re-brand Michigan as a vibrant and entrepreneurial "North Coast." A place that is home to one-fifth of the world's fresh surface water and other bountiful natural resources that support sustainable growth in industries such as agriculture, tourism, and forestry. And a place that grows ever smarter and more innovative.	586
Greatly boost economic development by growing an entrepreneurial culture, growing venture capital and ensuring a competitive, simple and predictable business tax structure.	583
Provide greater recognition and support for our state's growing new economy of entrepreneurs and small businesses.	274
Embrace change and risk as key factors in 21 st Century personal and corporate success.	191
Continue to thrive as a manufacturing powerhouse, especially in high-tech manufacturing and engineering requiring highly skilled workers.	146
Intensify commercialization of university research.	91

Effective, Efficient & Accountable Government	Total Points
Increase political accountability so that Michigan can rely on experienced, strategic, competent and decisive leaders in elected offices — leaders willing to set aside traditional party politics to craft and implement bipartisan strategies to move Michigan forward. Possible approaches to governance include lengthened term limits, a unicameral and/or part-time legislature, campaign finance reform, and redistricting.	949
Increase collaboration and service sharing among Michigan's hundreds of school districts and local government units. Tax revenue sharing and state laws should reward collaboration, service sharing, efficiency, and best practices.	625
Scrutinize and limit spending on corrections and general government operations that do not clearly contribute to the state's future competitive stake.	273
Manage large and growing public sector pension and health care burdens so that those legacy costs do not erode public investment in Michigan's most pressing and strategic needs.	269
Benchmark public sector practices and highlight and replicate the best and most efficient.	189
Continually examine public sector pay and benefits, weigh those costs against private market standards, and adjust accordingly to assure the public receives highest possible services at most reasonable costs.	179

DEMOGRAPHICS OF PARTICIPANTS

Data collected for the 1,153 in-person community conversation participants:

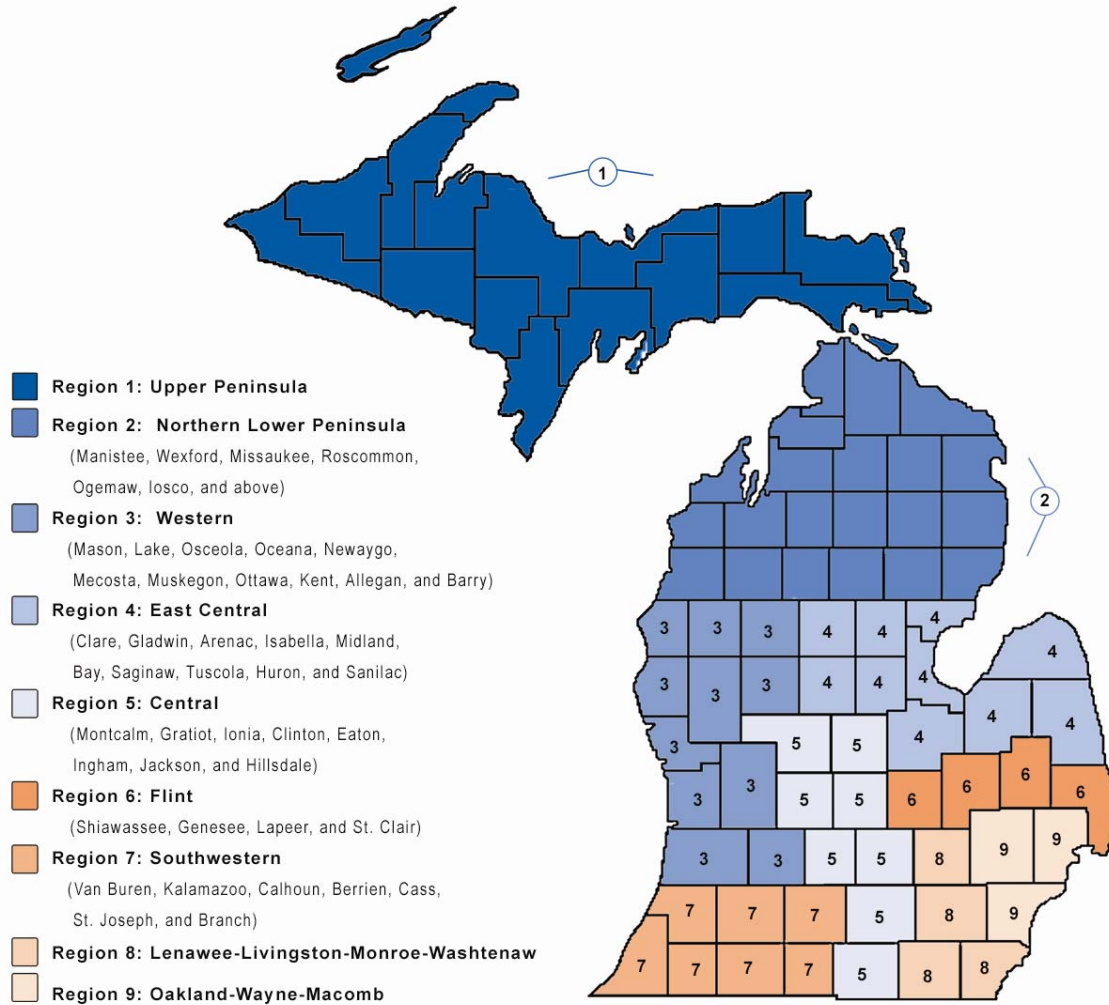
Age			
Conversation Participants		State of Michigan ¹	
15%	24 or younger		
12	25–34	49%	18-44
13	35–44		
23	45–54		
25	55–64	35	45-64
11	65 or older	17	65 and older

Race or Ethnicity			
Conversation Participants		State of Michigan ²	
<1%	American Indian	1%	American Indian
14	Black/African-American	14	Black/African-American
76	White/Caucasian	81	White/Caucasian
1	Asian/Pacific Islander	2	Asian/Pacific Islander
3	Latino/Hispanic	4	Latino/Hispanic
2	Multiracial	2	Multiracial
2	Other	n/a	Other

¹ SOURCE: United States Census Bureau, <http://quickfacts.census.gov/qfd/states/26000.html>.

² SOURCE: United States Census Bureau, <http://quickfacts.census.gov/qfd/states/26000.html>. Numbers add up to more than 100 percent because people could answer Hispanic and another category.

MAP OF COMMUNITY CONVERSATIONS BY REGION



Region	Number of Conversations
Region 1: Upper Peninsula	5
Region 2: Northern Lower Peninsula	12
Region 3: Western	9
Region 4: East Central	8
Region 5: Central	11
Region 6: Flint	5
Region 7: Southwestern	4
Region 8: Lenawee-Livingston-Monroe-Washtenaw	13
Region 9: Oakland-Wayne-Macomb	29
Total	96

LIST OF ALL COMMUNITY CONVERSATIONS

Conversation	Region	City	Location
Oct 27	1	Marquette	Northern Michigan University
Nov 7	1	Sault Ste. Marie	Kinross Center Township Hall
Nov 28 (2 conversations held)	1	Ironwood	Gogebic Community College
Nov 29	1	Marquette	Peter White Public Library
Oct 12	2	Alpena	Alpena Community College
Oct 15	2	Petoskey	North Central Michigan Community College
Oct 25	2	Traverse City	Rotary Charities of Traverse City
Oct 27	2	Beaver Island	Beaver Island
Oct. 30 (2 conversations held)	2	Petoskey	Petoskey High School
Nov 12 (2 conversations held)	2	Interlochen	Interlochen Center of Arts
Nov 13	2	Traverse City	Traverse City Chamber of Commerce
Nov 16	2	Traverse City	Northwestern Michigan College
Nov 27	2	Fremont	Fremont Area Community Foundation
Nov 29	2	Gaylord	University Center at Gaylord
Oct 5	3	Allendale	Grand Valley State University, Allendale Campus
Oct 17	3	Caledonia	Davenport University
Oct 22	3	Holland	Fillmore Township Hall
Oct 24 (2 conversations held)	3	Sidney	Montcalm Community College
Nov 7	3	Grand Rapids	The University Club
Nov 9	3	Grand Rapids	Law, Weathers & Richardson
Nov 13	3	Caledonia	Davenport University
Nov 19	3	Holland	Haworth Inn and Conference Center

Conversation	Region	City	Location
Oct 16	4	University Center	Delta College
Oct 30	4	Saginaw	Hoyt Library
Nov 9	4	Harrison	Mid-Michigan Community College
Nov 19	4	Midland	Dow Diamond Baseball Field
Nov 20	4	Bay City	Hospital Council of East Central Michigan
Nov 28	4	Saginaw	Miller Canfield, Saginaw
Dec 6	4	Mount Pleasant	Central Michigan University Library
Dec 7	4	Bay City	Bay County Library
Oct 2	5	East Lansing	Michigan State Medical Society
Oct 18	5	Lansing	Small Business Foundation of Michigan
Oct 24	5	Lansing	CEDAM
Nov 2	5	Lansing	Ingham County Human Services Building
Nov 13 (2 conversations held)	5	Lansing	Public Sector Consultants
Nov 15	5	Lansing	Public Sector Consultants
Nov 16	5	Lansing	Nature Conservancy
Nov 19	5	Jackson	Jackson Enterprise Group
Nov 19	5	Jackson	Jackson County Career Center
Nov 19	5	Okemos	Michigan Health Council
Nov 7	6	Flint	Flint Club
Nov 9	6	Flint	Mott Community College
Nov 10	6	Port Huron	Port Huron Conference Room
Nov 14	6	Port Huron	St. Clair Community College, College Center
Nov 14	6	Fenton	The Nickola residence
Oct 16	7	Kalamazoo	Kalamazoo Country Club

Conversation	Region	City	Location
Nov 7	7	Battle Creek	McCamley Plaza Hotel
Nov 19	7	Kalamazoo	North Presbyterian Church
Nov 29	7	Battle Creek	Kellogg Community College
Oct 17	8	Monroe	Monroe County Community College
Oct 25	8	Howell	Cleary University
Oct 30	8	Ann Arbor	Ginsberg Center for Community Service and Learning, University of Michigan
Nov 3	8	Ann Arbor	The Oneal residence
Nov 4	8	Ann Arbor	Great Lakes National Resource Center
Nov 9 (2 conversations held)	8	Ann Arbor	NEW Center
Nov 9	8	Ann Arbor	Washtenaw Community College
Nov 13	8	Howell	Howell Opera House
Nov 16	8	Ann Arbor	University of Michigan, Ford School of Public Policy
Nov 28	8	Ann Arbor	CSWF
Nov 29	8	Ann Arbor	Ann Arbor Chamber of Commerce
Dec 11	8	Ann Arbor	Neutral Zone
Oct 10	9	Detroit	Wayne County Community College District
Oct 15	9	Detroit	Crain Communications
Oct 24	9	Pleasant Ridge	ePrize
Oct 24	9	Detroit	Youthville Detroit
Oct 25	9	Southfield	Southfield Town Center
Nov 7	9	Dearborn	The Henry Ford
Nov 8	9	Oak Park	Forgotten Harvest
Nov 10	9	Detroit	Detroit Parent Network
Nov 12	9	Troy	Marriott Hotel, Troy

Conversation	Region	City	Location
Nov 12	9	Detroit	Metropolitan Church of God
Nov 14	9	Livonia	Schoolcraft College
Nov 14	9	Detroit	Detroit Hispanic Community Development Corporation
Nov 15	9	Detroit	New Detroit
Nov 15	9	Detroit	University Preparatory Academy
Nov 15	9	Detroit	The Michigan Citizen
Nov 15	9	Livonia	Schoolcraft College
Nov 16	9	Dearborn	Henry Ford Community College
Nov 16	9	Detroit	Berg Muirhead & Associates
Nov 17	9	Clinton Township	Macomb Community College
Nov 21	9	Dearborn	Arab-Chaldean Council
Nov 27	9	Dearborn	American Arab Museum
Nov 27	9	Detroit	Greater Detroit Area Health Council
Nov 27	9	Detroit	Michigan Teamsters
Nov 27	9	Clinton Township	Macomb Community College
Nov 28	9	Northville	Meadowbrook Country Club
Nov 29	9	Southgate	Downriver Community Conference
Nov 30	9	Detroit	Detroit Athletic Club
Nov 30	9	Plymouth	Plymouth Public Library
Nov 30	9	Clinton Township	Macomb ISD Educational Service Center

ACTION PLEDGE FORM TALLIES

Grow the Defining Moment Campaign

	Total Points
I will reconvene in February or March 2008 in a second 90-minute Community Conversation to review the full conclusions of 80 first-round conversations statewide, delve deeper, and prioritize detailed policy choices to move Michigan forward.	696
I want email updates on the campaign and current events related to the reform ideas discussed in the Community Conversations	542
I endorse the reform principles discussed and refined today and publicly lend my name to the growing list of “Champions” of the Defining Moment campaign.	466
I will participate and help spread the word of future events, such as regional town hall meetings or a statewide citizen’s conference, to further strengthen and advance a transformational agenda for Michigan.	417
I will spread the campaign by distributing, to at least 10 of my own contacts, brochures inviting them to enter the “Michigan Story Contest” and participate on their own schedules in an online version of the Community Conversation we conducted today.	337

Build Momentum for Michigan’s Transformation

Communication actions

	Total Points
Join a “Defining Moment Speaker’s Bureau” and discuss this public engagement campaign and its reform ideas in your own business, community, social, neighborhood, and/or religious networks.	209
Write a guest column for local publications	164
Organize a potluck in your area to discuss this public engagement campaign and its reform ideas.	85
Start a local issue blog.	58

Workforce actions

	Total Points
Participate in a local literacy, mentoring, or other volunteer educational program.	288
Improve your personal competitive stake – or the stake of a friend or family member – by gaining advanced education and/or new training.	196
Sponsor an internship for a Michigan high school or college student.	114
Help launch or sponsor a local microloan/venture capital enterprise to spur entrepreneurial activity in your community.	67
Sponsor a college scholarship for a traditional student or “lifelong learner.”	46

Quality of life actions

	Total Points
Patronize arts, cultural, recreational, and tourism offerings in your community and elsewhere in the state.	474
Volunteer. Donate time or money to local arts, cultural, environmental, government watchdog or other non-profit organizations working on issues related to the Michigan reform ideas you’ve discussed.	420
Send positive “North Coast” postcards to distant friends, relatives, and professional contacts to reinforce Michigan’s high quality of life and combat negative images of the state.	243

Government accountability actions

	Total Points
Vote.	524
Communicate (in person or in writing) with state legislators and inquire about what they are doing to advance the transformational reform ideas you’ve discussed, refined and prioritized in the Community Conversations.	286
Register to Vote.	240
Join and volunteer for groups in your area that are working on regional collaboration issues.	238
Attend local meetings and ask what officials are doing to advance the transformational reform ideas you’ve discussed, refined, and	234

prioritized in the Community Conversations.	
Work to draft and support candidates for public office and/or ballot issues consistent with the transformational reform ideas you'd discussed, refined, and prioritized in the Community Conversations.	153
Convene debates for state legislative races or local races themed around the transformational reform ideas you've discussed, refined, and prioritized in the Community Conversations.	82
Personally run for political office on a platform of the transformational reform ideas you've discussed, refined, and prioritized in the Community Conversations.	49

METHODOLOGY

The purpose of the first round of community conversations was to (a) listen to more than 1,000 Michigan citizens voice their perspectives on a vision for Michigan's future and the principles and strategies that will propel us toward that vision and (b) develop a shared agenda that reflects the most frequently mentioned vision themes, principles, and strategies. All MDM community conversations were held between October 2 and December 8, 2007. Michigan citizens also had the opportunity to offer their views on the vision, principles, and strategies online through the Center for Michigan website.

The MDM project team and the more than 100 founding champions—state and community leaders—identified community conversation conveners across Michigan. In addition, conveners who had heard about the campaign volunteered to hold their own conversations.

The conveners were asked to invite 10-15 people of their choosing to a 90-minute conversation at a mutually convenient location and time. The aim was to hold community conversations with participants (a) whom the convener knew and felt would be interested in shaping and acting upon a shared agenda for Michigan's future and (b) who reflected the geographic, racial, and age diversity of our state. The MDM project team sent the conversation protocol to conveners and then reviewed it with the conveners in one-on-one phone calls.

The conveners then facilitated their own community conversations, asking the questions, encouraging all participants to respond, and making sure there was ample time to address each question.

In each community conversation, a scribe recorded on flip chart paper the comments voiced by participants on the vision, principles, and strategies. Agreement and consensus were not sought, so differing perspectives on the same topic were recorded.

The scribes consisted of a team of more than one dozen well-trained and experienced public engagement consultants. Each scribe followed a standard protocol for recording

and reporting the comments from each community conversation to assure that the individual conversations could be combined into a cogent statewide report.

The vision discussion—“What is your vision or hope for Michigan’s future?”—had no prompts. The convener simply asked the question and the scribe recorded the comments offered.

Participants were then asked to apportion 10 points as they saw fit among three proposed principles that were detailed on a handout. After this step, the participants were asked if there was anything missing from the principles or if new principles were necessary. The narrative on the principles in this report reflects both the distribution of points across the three principles and the comments made during the community conversations.

Finally, community conversations’ participants received a list of 18 proposed strategies, six under each principle. They discussed these strategies and others of their own choosing. After this discussion, they were asked to select the two strategies under each principle that they felt were most important in moving Michigan forward. The participants were free to select new strategies from the discussion that did not appear on the original list. As with the principles, the selections made by participants and the comments made in the discussion were tallied by the project team; those mentioned most frequently appear in this report.

An additional 347 people participated in the campaign through an online version of the community conversation. Their responses were organized and tallied in the same way as with the in-person community conversations.

To reflect the richness of the discussion, the MDM project team organized and tallied the responses from every community conversation and the online responses. The tallying of points and comments revealed the following:

- Confirmation of the original three principles, with some suggested modifications. Modifications that were mentioned most often have been made to the principles in this report.
- Nine strategies received the strongest support and comments. Of these nine, one is new—economic development and diversification—reflecting the enormous amount of its mention in the vision and strategies discussions. In the case of entrepreneurialism, three overlapping strategies were combined into one for greater coherence. Other strategies were modified slightly to sharpen their focus, again reflecting community conversation and online comments.
- To flesh out the strategies, “options mentioned most frequently to implement the strategy” appears under each of the nine strategies to reflect the topics/perspectives expressed most often in the conversations.

The MDM project team prepared this report to capture the perspectives voiced *most often* by community conversation and online participants on the vision, principles, and strategies. The report does this in two ways: (1) by stating the principles and strategies that received the most support during the conversations and online and (2) by modifying

and adding to the principles and strategies based on the comments made most often in the conversations.

Next, those who participated in round one will reassemble for the second round of community conversations. In this next round participants will:

- Review these results from round 1
- Review in-depth scorecards showing how close (or distant) Michigan currently is from achieving the principles for Michigan's transformation.
- Key in on the best actions to further achieve the strategies and weigh the tradeoffs and consequences of those actions.

After these further refinements to the MDM agenda, community conversation participants will work in a variety of ways, beginning in spring 2008, to implement the agenda.

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