



HOMETOWN
COLLABORATION INITIATIVE
Building Blocks for High Quality Communities

How to Write a Competitive Application

Sponsors & Partners



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Sponsors



**The Indiana Office of
Community Rural Affairs
(OCRA)**



**The Office of the
Lieutenant Governor**

Partners



Purdue University

Purdue Center for Regional
Development

Purdue University Extension



Ball State University

Ball State University's Center for
Community and Economic
Development

College of Architecture and Planning
– Urban Design



Part 1: HCI Program Overview

What is HCI?



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HCI is a program available to Indiana communities that are committed to building on their existing assets. It focuses on three building blocks:

1

LEADERSHIP

Develop a **new generation of local leaders** who will take an active part in addressing community priorities.

2

ECONOMY

Build a **supportive community environment for small businesses and entrepreneurs.**

3

PLACEMAKING

Enhance **community design and public spaces** by building on the community's physical and natural resource assets.

Eligible Communities



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**Have a population of
25,000 or less**

(Can include cities, towns or counties
that meet the population size
requirement)



**Are willing to invest a
modest amount of financial
resources into the HCI
initiative (\$5,000)**

(May come from any combination of public,
private and/or nonprofit sources and can be
reinvested in your community. Only required of
communities selected to be part of HCI)

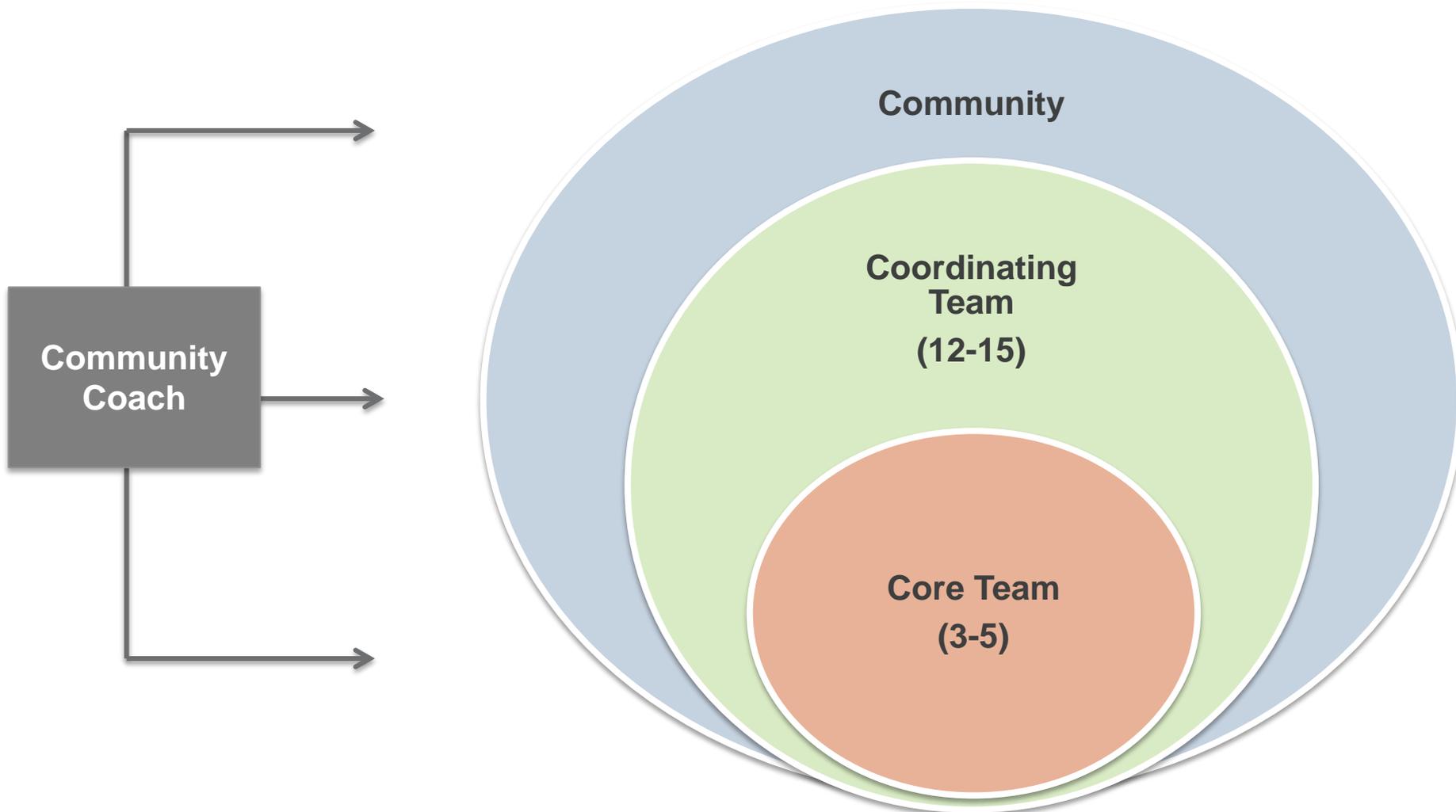


Part 2: Key Players

The HCI Team Structure



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The Coordinating Team



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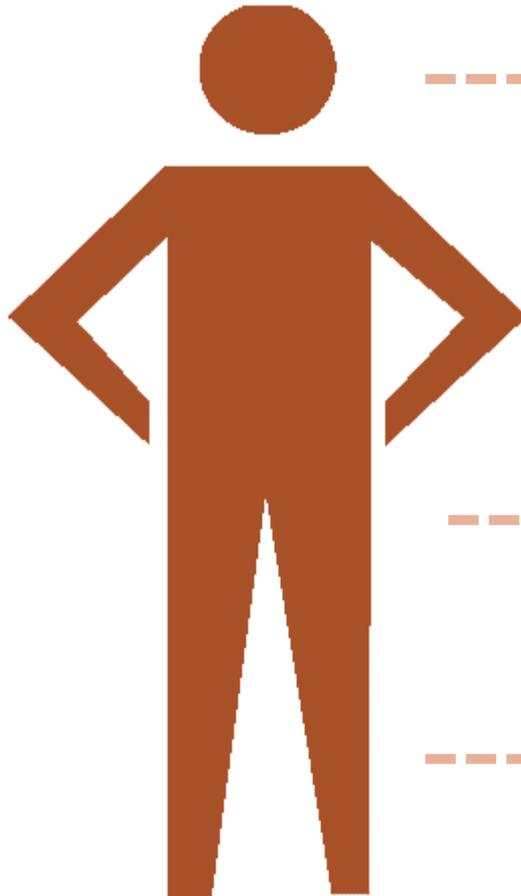
- Made of 12-20 local people; more individuals may be added along the way.
- Manages all aspects of the local HCI effort.
- Representative of the diversity of people/groups in your community.



Ideal HCI Team Members



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Open to new approaches for strengthening the community.

Willing to spend the time to study key information and seek the input from local residents and groups.

Ready to develop and implement plans that are based on facts collected and local input received.

Willing to devote the time and energy needed to guide HCI through all three phases.

Who serves as the coach?



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- Professional staff from Purdue University Extension
 - Regional and county-based educators (Master's level professionals with strong community/economic development training/experiences)
- Professional staff from Ball State University's Center for Economic and Community Development
- NOTE: Geographic location of the HCI communities determines which coach will work with the local HCI Coordinating Team



Other Key Components



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The local HCI Coordinating Team will engage **community residents** at various times in the process



The local Coordinating Team can establish a **Core Team** (three to five people) to handle detailed logistics

WHAT ARE IMPORTANT WAYS TO
CREATE A STRONG LEADERSHIP
PIPELINE IN THE COMMUNITY?

ENCOURAGE + EMPOWER VOLUNTEERS

WHERE IS THE CENTRAL FOCUS?

OVERLAPPING + CONFLICTING
ORGANIZATIONS EXIST

JOINT PROJECTS INVOLVING
EXISTING ORGANIZATIONS

YOUTH LEADERSHIP TRAINING

EXPLORE SOCIAL MEDIA OPTIONS

MENTORS

Recruit members of Leadership Harrison Co

Recruit politically active people

Public officials good post-recruits
- be an asset
etc.



HCI Program Phases



3 Capstone

Planning for
Our Future

2 Building
Blocks

Developing a
New Generation
of Leaders

Growing Small
Business &
Entrepreneurs

Enhancing
Community Design
& Public Spaces

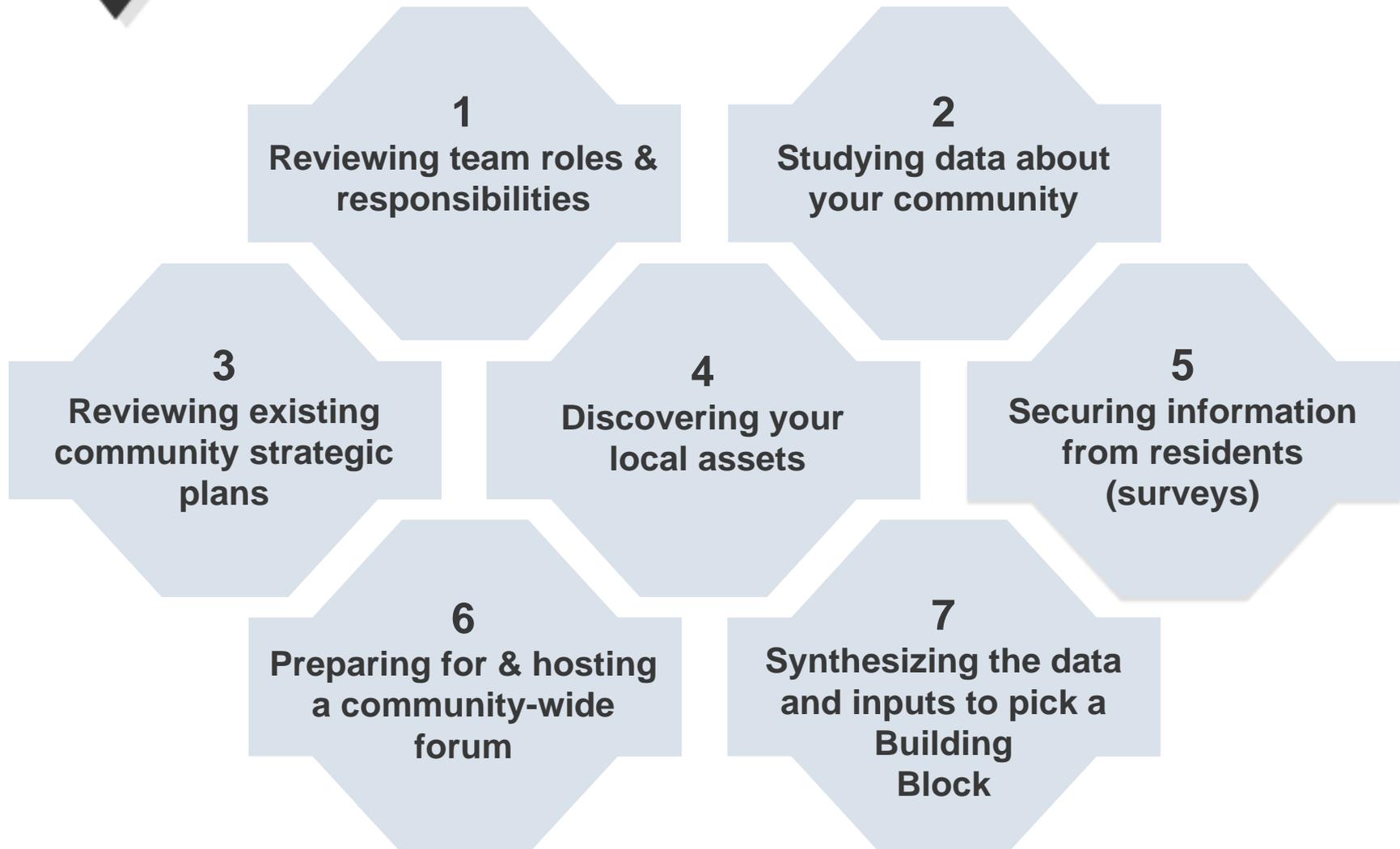
1 Foundation

Building Our Team

Phase I: Foundation (18 hours)



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Phase II: The HCI Building Blocks



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Community selects one of the building blocks to pursue

The amount of time required depends on the building block that is chosen



PLACEMAKING:
Community Design &
Public Spaces



ECONOMY:
Small Businesses &
Entrepreneurs



LEADERSHIP:
New Generation
of Leaders

Building Block Phase Options



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LEADERSHIP	Developing a New Generation of Leaders: <ul style="list-style-type: none">▪ Target training opportunities to a new group of local people who are interested in taking a more active role in the community
ECONOMY	Program Options – Creating a Supportive Environment: <ul style="list-style-type: none">▪ Grow small businesses through business retention and expansion▪ Develop entrepreneur-friendly community by connecting a network of entrepreneurial resources.
PLACEMAKING	Program Options – Capitalizing on Local Assets: <ul style="list-style-type: none">▪ Enhance quality of place through applied community design▪ Enhance the value of public spaces through targeted planning and projects▪ Rebuild the local foods system by connecting stakeholders

Phase III: Capstone



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Benefits to Your Community



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Training and technical assistance from state agency (OCRA) and university professionals



Access to a well-trained community coach



High quality data prepared about your community or county



In-Depth “Building Block” programs to address priority needs



Seed funding for your Capstone Project



More people caring and involved in the community



The Application

Application & Selection Timeline



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Date	Activity
October 20, 2015	Completed application due to OCRA by 5 p.m. EST
November 5, 2015	Semi-finalists announced
November 9 – 19, 2015	Site visits held by State Coordinating Team representatives.
December 2, 2015	Selected communities announced by OCRA

The Application



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Applications are available
as a Microsoft Word
fillable form at
www.indianahci.org



As you write your
application, be sure to visit
the FAQ sheet also
available on
www.indianahci.org



If you have questions about
the HCI application or
program, address them to
info@indianaHCI.org

How Applications Will be Scored



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Item	Maximum Points Possible
Q1: Description of your community	15
Q2: Discussion of major benefits of being part of the HCI program	25
Q3: Discussion of challenges & obstacles and how community will address them	15
Q4: Description of how HCI involvement will contribute to a strategic plan	20
Q5: Discussion of recruitment and replacement of team members	15
Q6: Diversity, depth and commitment of the proposed HCI Coordinating Team (includes information gathered from the site visit)	50
Overall Quality and Completeness of Proposal	10
Total Points Possible	150

Question 1 - 15 Points



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- Q1.** Provide a brief overview of the community that will be part of the HCI Program. In particular:
- **Describe the geographic boundaries of the community.** Are you focusing on one community, two or more communities, or do you want to pursue a countywide effort? Does your target area meet the 25,000 population or under requirement?
 - **Discuss the size and other relevant features of its population.** Is your proposed HCI site experiencing population growth or decline? Is the make-up of the population changing?
 - **Highlight some of the key socioeconomic attributes of the HCI community.** For example, is its economic make-up changing? Is the economy growing, declining, staying about the same? What are the educational features of the population? Are incomes and poverty rates improving?
 - **Include other important characteristics of your community.** Are there other key facts that you want to share in your proposal?

Question 2 - 25 Points



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Q2. What does your community see as the major benefits of being part of the HCI program?

- How might HCI provide a vehicle for improving the quality of life in the community?
- Would the program provide a way for the community to address current/emerging challenges or opportunities?
- Could it help get a more diverse group of residents to contribute to the betterment of your community? If working at the county level, how might it bring representatives from the whole county together to work as a team?
- Could it help build on some of the existing assets in your community?
- How might it advance your efforts in the areas of leadership, economy and/or placemaking?

KEY POINT: Be as specific as possible as to the challenges and/or opportunities that exist in your community that HCI could help address?

Question 3 - 15 Points



Q3. What obstacles or challenges might your team face as it seeks to launch the HCI effort in your community? How does your team intend to address these obstacles or challenges?

- **Identify specific obstacles.** Be as precise as possible, but avoid identifying specific people, associations or institutions.
- **Discuss how you hope to address these obstacles.** Share your thoughts on how you will work to overcome the key obstacles/challenges you feel could impede the success of HCI.

NOTE: Feel free to offer a historical perspective, but be certain to connect what has happened in the past to the present and what your HCI team is striving toward in the future.



Question 4 - 20 Points



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Q4. Does your community have a strategic plan that has been developed within the last three years?

- **If YES.** Will your involvement in the HCI program seek to build on some components of your strategic plan?

For example:

What key components of your community's strategic plan will the HCI program help address? Does your strategic plan address leadership, economic development and/or placemaking-related activities? If so, briefly describe what some of these planned activities might be.

- **If NO.** Will participation in the HCI program be helpful in developing strategic directions for your community? If so, in what ways? Might HCI help your community generate a longer-term plan for the community?



Question 5 - 15 Points



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Q5. How will you recruit individuals who are willing to work together for a sustained period of time to help make the HCI program a success in the community? What strategies will you employ to find new people to join your HCI Coordinating Team?

- **Identify a recruitment strategy.** HCI is not a quick fix for addressing local opportunities and challenges. How will you attract people who are willing to be actively involved for a year or more?
- **Discuss how to ensure diversity.** How will you recruit a mix of people who represent the diversity of your community in terms of population (gender, age, race, ethnicity), geography, organizations and institutions?
- **Plan to recruit new residents.** How will you reach out to newer residents of the community who may want to get involved in their community?
- **Plan for team turn-over.** How will you seek to replace Coordinating Team members who are unable to continue serving on your team?

Question 6 - 50 Points



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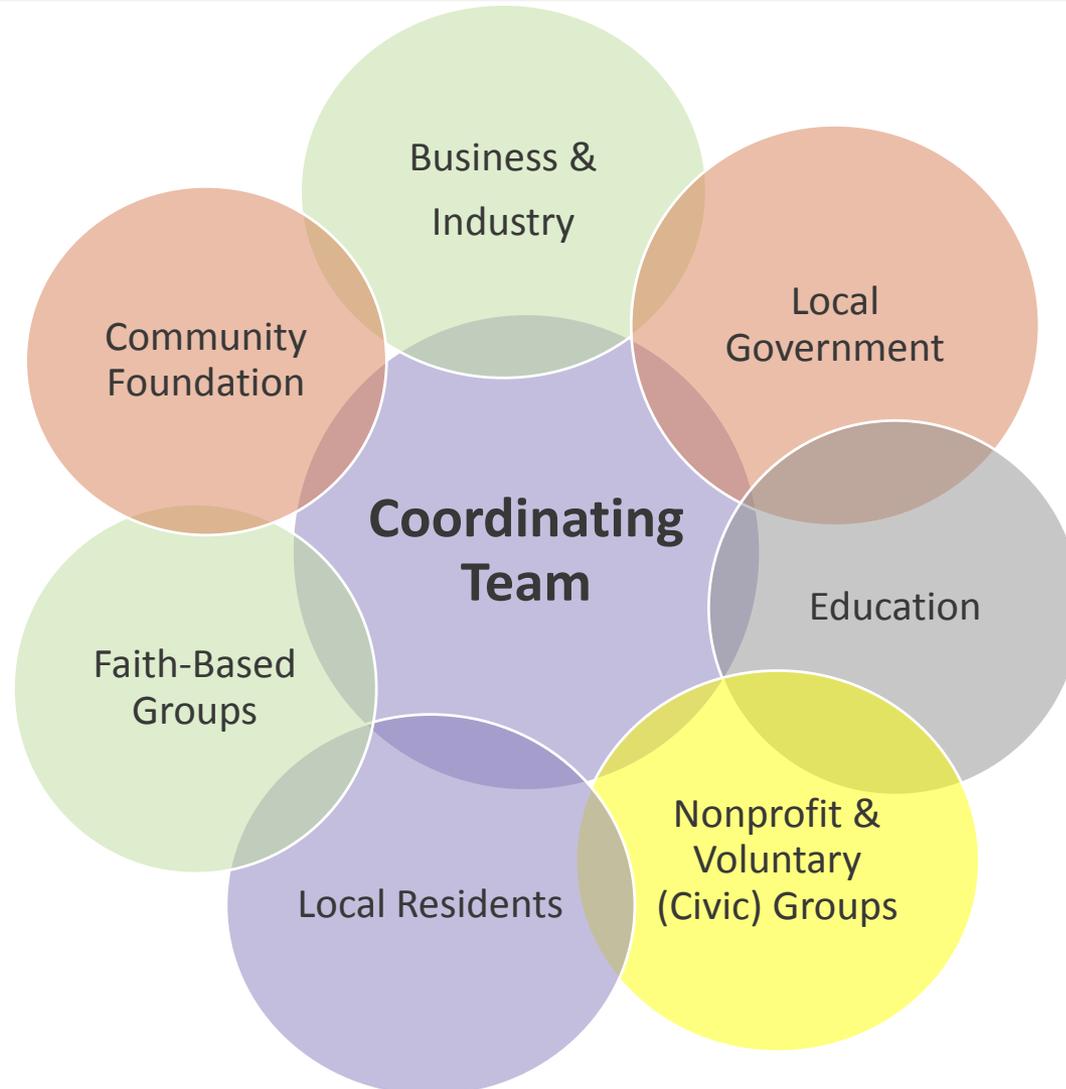
Q6. All HCI communities are required to have a committed group of people that will serve on a Coordinating Team that will be responsible for guiding the launch and overall success of the HCI program. Please provide the names and affiliations of 12-15 people who will be part of your HCI team. Please remember that it is important to demonstrate active involvement by a good mix of people and organizations in your community.

- A diverse team is vital to the success of HCI - age, gender, race, ethnicity, business/industries, organizations, institutions.
- Select *committed* individuals to represent your HCI coordinating team. The application process is your opportunity to demonstrate your community's collaboration and willingness to work as a team for an extended period of time.
- Include a signed letter of commitment from each of the proposed coordinating team members.
- Remember, during the foundation phase of HCI, the local coordinating team will evaluate their team diversity and have the opportunity to invite more individuals to join the team.

A Strong Coordinating Team?



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Overall Completeness of Proposal - 10 Points



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- Please carefully read all of the accompanying HCI materials!
- Prepare a well-written and proofread document.
- Be specific and concise, as much as possible.
- Tell the story of your community as if the team reviewing and scoring your application has never heard of your community and knows nothing about the basic facts about your community.
- Keep in mind the building blocks and key components of the HCI program and the importance of diversity, collaboration and efforts to enhance the quality of life for people in your community.
- Pay attention to the application scoring matrix; a more heavily weighted question should involve a more in depth answer.
- Try to use persuasive language. Your application should convince the review team that your community is prepared to benefit from its participation in HCI.



Questions?



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If you have a question now, use the chat box to submit your question.

If you have a question after the webinar, please submit them to **info@indianaHCI.org**

