

# Madison County Heart & Soul



Welcome. Thanks for the opportunity. Little bit about me/us. Who's in the room?

# Purpose of this presentation

- **Share findings of the Heart & Soul Project**
- **Overview of project's history**
- **Process used to collect and analyze what matters to residents**
- **Heart & Soul Statements: Values of Madison County**
- **What's next**



We'll give you the background and context of Heart & Soul.

Tailor remarks to your audience and the purpose for the presentation – why you are there.

What's next – glad you'll be using Heart & Soul for your project, initiative, planning.

# Grassroots Beginnings



- **Local citizens recognized a need**
  - **Brenda Hollingsworth**
  - **Nancy Forrest**
  - **Ester Mae Cox**
- **Discovered “Heart & Soul”**
  - **Provided structure and guidance**



Heart & Soul comes from the Community Heart & Soul, the primary work of the Orton Family Foundation, a 501(c)3.

**County Leadership Team** 2018

1. Ann Bartelt 2. Bill Cotton 3. Brandon Gerleman  
 4. Brenda Hollingsworth 5. Ester Mae Cox 6. Maxine Bussanmas  
 7. Nancy Forrest 8. Nancy Trask  
 9. Robert Duff 10. Tom Leners 11. Scott Smith

- Recruited team members from all around Madison County for a county-wide leadership team.
- Recruited community teams in St. Charles, Winterset, and Earlham

By 2019-20 20 citizens from across the county had participated on leadership team and 41 participated in 3 community teams  
 Representation from all over county  
 Representation from long-time resident to newer residents  
 Representation from rural non-farming; rural farmers; and community

Heart & Soul provides a plan and support for the process of gathering information

## Heart & Soul Principles:

- **Involve Everyone**
  - All voices matter
- **Focus on What Matters**
  - Identify the community's characteristics
- **Play the Long Game**
  - Strive for long term success



Involve everyone—All voices matter

*Connect with, listen to and embrace everyone who lives, works, learns or plays in Madison County*

*Reach out to the underrepresented and hard to reach voices*

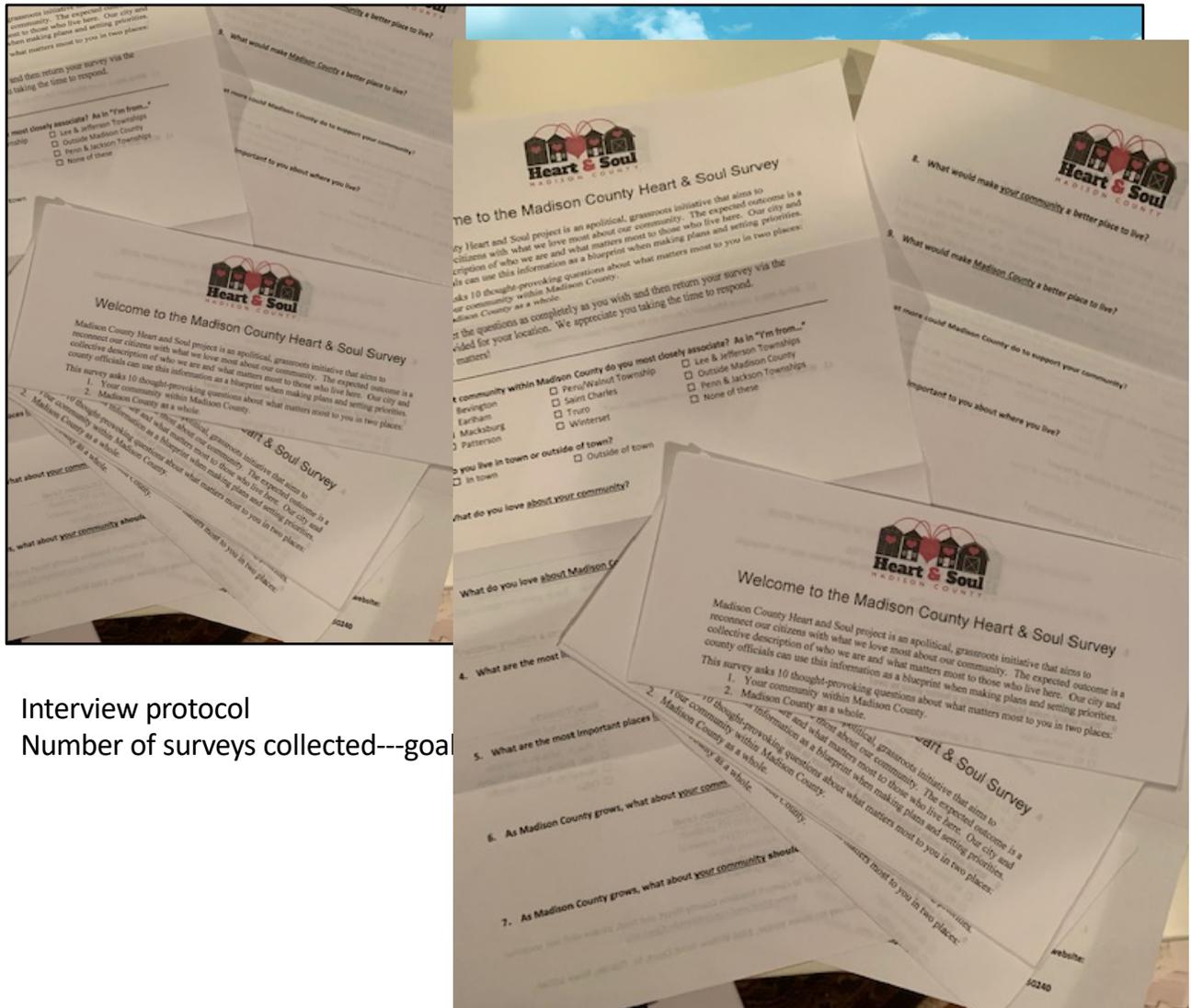
Focus on What Matters

*Identify things/characteristics that distinguish Madison County and make it a good place to live*

*Lead decision-makers in recognizing “homegrown ideas” that the community members will support*

Play the Long Game

*Build ownership for and commitment to see results*



Interview protocol  
 Number of surveys collected--goal

## Survey Demographic Data

- Surveys collected from every community
  - 43% of respondents were from Winterset
  - 47% of respondents were from St Charles, Earlham, Truro and Peru communities
- **Surveys represented a balance of residents living in small town (37%), on farms (20%), and in rural/non-farm settings(28%) which matches the actual county demographics**
- Higher percentage of women filled out the survey
- **Survey sample represented a slightly older demographic group than the population of Madison County**
- Income distributions of respondents aligned with community census data
- **Survey respondents reported a higher education level than the general population of Madison County**



If they want more, use this information and/or go to the hidden slides.

Winterset populations is 42.5% of the county population.

Respondents were asked to self-select which community they most closely identify with.

County demographics is 50/50 male/female, whereas 55% of respondents were women.

Following slides match this list of topics on this slide.

More detailed demographic analysis is available in the Madison County Hear & Soul Survey Findings (ThriVinci Report)



- **Experts hired to assist data analysis**
- **Supported by**
  - **Madison County Supervisors**
  - **Greater Madison County Community Foundation**
- **Provided unbiased reliability and accountability to data analysis**
- **Final report quantified qualitative data**



The Madison County Heart & Soul committee enlisted the help of ThriVinci, an Omaha, Nebraska, nonprofit that specializes in organizational development and effectiveness consulting. This work was funded by grants from the Greater Madison County Community Foundation and funding from the Madison County Board of Supervisors. ThriVinci analyzed thousands of survey responses in order to provide a framework for unbiased data-driven decision making. The next step was to quantify the responses so they could be organized into manageable groups of ideas. The county-wide survey findings empower the communities and extend the collective voice of the citizens.

## Understanding Survey Responses

- Survey comments turned into 1000's of individual data bits
- Looked for common wording
- Created categories of common elements to identify themes
- Created Heart & Soul Statements

Leadership teams/Community groups collaborated for many hours to use the survey responses to create the heart & soul  
Coded survey responses into data bits  
Grouped into themes  
Add numbers to illustrate enormity of the task



Collaborative effort by many people to identify the themes about what matters most to the citizens of our county. Used the words people expressed in their survey responses to create the statements.

# Small-town feel in our Communities

We **value** the **small-town feel** in all our **communities - towns, townships, rural neighborhoods, and subdivisions** - which together **contribute to a sense of identity, pride, and togetherness** that is **Madison County**



## Color Coding

Blue - active verb expressing how we feel about the theme; words like value, treasure, honor

Red – expresses the identified theme, the what, the big idea of what matters most

Green – expresses the personal benefits, the why (the because) we care about the theme, the connection to our communities

# Scenic Beauty of our County

We treasure our scenic countryside and its natural beauty – open spaces, farmland, rolling hills, timberland, vibrant skies, waterways and wetlands – which all contribute to our tranquil environment and peaceful interaction with nature.



# Historic Vibe in our County

We honor the stories of Madison County told through our museums, architecture, parks, covered bridges, and famous landmarks where anyone can go any time and be excited about these places where history was made.



# Arts and Culture in our County

We **treasure** the **arts and culture** represented throughout the county as we gather in **local venues** that **welcome** participation in live entertainment, fine arts education, artisan craft work and activities, and vibrant social networking that strengthen our sense of place.



## Events and Attractions in our County

We endorse and support the **unique community and county-based festivals and celebrations, both traditional and innovative, that connect people, instill community pride, and promote tourism and economic opportunities.**



# Community Recreation

We **embrace** the variety of both **individual and group recreational opportunities** provided through **our parks and playgrounds, athletic fields, and outdoor spaces** which **encourage an active and healthy lifestyle.**



# Educational Systems in our County

We value our quality local schools that challenge students in a safe learning environment and provide a variety of extra-curricular activities to prepare them for a better future.



# Agriculture in our County

We value our **agricultural heritage** and recognize the **diversity of today's agriculture**, which preserve a rural lifestyle and contribute to the local and global food chain.



# Local Economy in our County

We will continue to invest in locally owned businesses, local health and government services, and local industries and agriculture that underpin small-town living, address economic disparity, value personalized relationships, and make living and working here convenient and desirable.



# Community Infrastructure

We seek to **maintain and build** our **county's infrastructure** that provides a) **roads and bridges** for **easy access in and out of our neighborhoods**, b) **access to reliable digital technology** for **stronger connections with the global community**, and c) **affordable utilities** to **enhance living and economic growth**.



## Community Conversations and Connections

We recognize the **independent spirit** and **individuality of each community** and understand the need for **improved two-way communication and cooperation** among all the governing bodies and residents to **improve the quality of life across the county.**



# The Challenge of Balancing Growth and Maintaining Small Town Character

We endorse moderate, transparent, and balanced growth that preserves our small-town rural way of life, strengthens our economic base with better paying jobs, provides local amenities and services, and protects our land and water.





## Use Heart & Soul Statements to Guide Future Decisions



- Translate our common causes onto actions
- Preserve what matters to Madison County residents
- Grow in a manner that residents can trust and embrace
- Grow from Madison County's Heart & Soul

[www.madisoncountyheartandsoul.org](http://www.madisoncountyheartandsoul.org)

For more information, see the heart & soul website: The Action Planning tab.