Community Indicators Project: Morehead-Rowan County

RAPP 300: Seminar in Regional Issues I

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Introduction

Why is this community so persistently distressed?

A continuing dialog with NewCity Morehead-Rowan County
What is a CIP?

Examples
- Jacksonville, FL
- Boston, MA
- Truckee Meadows, CA
- Orange County, CA
- South-central Connecticut
- Georgia

Quantitative & qualitative data
The CIP Process

A 10-step process

*Community Indicators Handbook*

**Steps #1-3**

*NewCity Morehead-Rowan County Report*

- Form work group
- Clarify focus
- Identify shared values and vision
(4) Review existing information

(5) Draft a set of proposed indicators
The CIP Process (cont.)

(6) Obtain community feedback

(7) Perform technical review

(8) Collect and analyze data
A Snapshot of Morehead-Rowan County

Community & Civic Vitality

Rowan County residents participate in and volunteer for a wide range of social, religious, professional, charitable, recreational, and civic organizations. For example, students at MSU are involved in sororities, fraternities, academic clubs and various other student groups like the Future Farmers of America. In addition, there are dozens of local, primarily Protestant churches (e.g. Baptist, Methodist, and Presbyterian). Professional organizations include the Chamber of Commerce as well as numerous artistic and musical societies. Charitable organizations include Christian Social Services and The People’s Clinic. There are also a variety of adult and youth sports teams sponsored by the community parks and recreation department. Civic groups include political organizations, the Morehead Women's Club, the Rotary Club, and NewCity Morehead-Rowan County. Overall, these organizations help to create a sense of place and foster feelings of community pride and unity – all essential elements for building a thriving, sustainable community.

Why Rowan County so persistently distressed?

Population

Why it's important...

Tracking total population over time helps policymakers, managers and service providers better understand important changes occurring in their community such as in- and out-migration.

What the data say...

Figure 1 shows a steady increase in the total size of Rowan County’s population between 1970 and 2010 – to a current level of approximately 23,000 people.

Persistently Distressed

Rowan County has distressed county Regional Commission past 40+ years. This advantage has allowed them to experience high unemployment. More investors, developers, and community leaders are starting to recognize the potential of this area. This first report is designed to identify key issues, policies, and evaluate moving the community forward.

Appendix A: Indicator Selection Criteria

Appendix B: Data Sources

SocialExplorer.com
Centers for Disease Control
Kentucky State Police
2011
Community Indicators Report

Morehead-Rowan County, Kentucky

2012
Community Indicators Report
Morehead, Rowan County, Kentucky
Followed recommendations in:

Three objectives for 2012:
1. Indicator dataset
2. Survey framework
3. 2012 CIP Report

2011
Community Indicators Report
Morehead-Rowan County, Kentucky
Selected Indicators
Indicator #1 – Age Structure

- Under 17 years old
- 18 to 34 years old
- 35 to 64 years old
- 65 years and over

Graphs showing the percentage of populations in different age groups from 1980 to 2010 for the US, Kentucky, and Rowan.
Indicator #2 – Industrial Diversity

Education/Health/Social
- 1980: 10%
- 1990: 20%
- 2000: 30%
- 2010: 40%

Goods/Services
- 1980: 20%
- 1990: 30%
- 2000: 40%
- 2010: 50%

Professional
- 1980: 10%
- 1990: 20%
- 2000: 30%
- 2010: 40%

Manufacturing
- 1980: 30%
- 1990: 20%
- 2000: 10%
- 2010: 0%
Survey Framework

- Need for qualitative data
- Survey focus = community quality of life
- Perceptions vs. reality
Survey Framework (cont.)

- Social science literature
- Community partner
- Other CIPs
Survey – Recommendations

- Questions
  - Closed Questions

- Scoring
  - Scale
    - Positive → neutral → negative
    - 1 through 5

- Dissemination
  - Drop & Collect
  - Mail
Types of Questions

Questions

Closed Questions

- Leadership
- Safety
- Education
- Economy
- Recreation
- Community
Survey – Recommendations

SURVEY

- Questions
  - Closed Questions

- Scoring
  - Scale
    - Positive → neutral → negative
    - 1 through 5

- Dissemination
  - Drop & Collect
  - Mail
INTERVIEWS

Leaders
- NewCity
  - Morehead
- Political
  (E.g. Mayor)
- Economic
  (E.g. Business Owner)
- Social
  (E.g. Minister)

Questions
- Key events
  - Positive or Negative
  - Intentional or Incidental
- Multiple interviews

Scoring
- 1 through 5
Question #1

I feel a sense of community in living here.

5: Strongly agree  4: Agree  3: Neutral
2: Disagree        1: Strongly disagree

(From J. Hughey et al., 2008. "Health Education & Behavior." Health Education & Behavior. 35.651)

Question #2

How often do you shop on Main Street?

5: Every day  4: Weekly  3: Every few weeks
2: Monthly  1: Rarely
Conclusions

- Substantial contribution to ongoing work
  - Indicator dataset
  - Survey framework

- Community involvement

- 2012 CIP Report
Future Work

- Continue community partnerships
- Enhance indicator dataset
- Develop and implement survey
- Dissemination plan
Acknowledgements

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