Adaptations of the First Impressions Program

July 23, 2015
10:00 – 11:30 AM

Programming for Unique Audiences: Engaging Youth and Millennials; Urban Neighborhoods & Main Streets

Presented by:
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Myra Moss, Associate Professor and Extension Educator, Ohio State University Extension
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Today’s Presenters

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Today’s Agenda

- Programing for Unique Populations
  - Millennials
  - Youth

- Programing for Unique Places
  - Main Streets
  - Urban Neighborhoods

- Discussion and Q&A
Upcoming Webinars in this Series

- Wed, June 24: 10-11:30 am/EST
  Adaptations of the First impressions Program: Tourism Destinations, Small Communities, Main Streets, Urban Neighborhoods

- Thursday, July 23: 10-11:30 am EST
  Adaptations of the First Impressions Program for unique audiences: Engaging youth and millennials

- Wed, August 19: 10-11:30 am EST
  Evaluating the Effectiveness of the First Impressions Program in the Northeast: A Discussion of Scholarship
Best Practices for Engaging Millennials

Geoffrey Sewake
Great read on best practices for engaging millennials in extension programming:


Do true generational differences actually exist?

Life-cycle vs. true generational differences.

Area of study ripe for additional data and analysis.
Engage Your Audience

Engaging an audience necessitates an understanding of the audience’s values and practices.

Recognize, respect and understand:

- Culture;
- History; and
- Socio-Economic Factors.
Hallmarks of the Millennial Generation, pt. 1

Technology

- Personal computing began in 1977 with the introduction of the Commodore & the Apple II.
- The first commercial use of the internet began in 1978 with CompuServe (known then as MicroNET), Prodigy in 1984, and America Online (AOL) in 1990.
Information

- In the mid to late 90’s commercially available web search engines came onto the market with Webcrawler, Go, Lycos and Infoseek in 1994, AltaVista in 1995, and Google in 1998.
- In 2001, Wikipedia comes online.
- From 1994 to 1998, the National Science Foundation, DARPA and NASA, fund the first digital library projects.
Pathway to Millennials

- Volunteerism
  - Meaningful Engagement
  - Time Commitment Sensitive / Efficient
  - Teamwork, Ownership & Support
  - Social Impact & Personal Benefit

- Communication & Other Opportunities
  - Social Media & Technology
Works Cited


Recommended Reading, pt.2


Thanks for Listening

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Youth First Impression

Youth Engaged in Community Development Projects
Amery/Hurley Exchange 2013

- Hurley Team, 6 youth and 2 adults
- Amery Team, 2 youth and 6 adults
- Hurley Team returned to Amery in October to present report to local leaders
  - Amery Created an Action Plan from the results
- Amery presented report in writing
Youth First Impressions

- Best practices when programming for youth.
- Youth Protection Policies
- Training Materials
- Talking Points to Support Engaging Youth

Project Coordinator Guide

Survey

- Updated Version with a more youth focused perspective
- Qualtrics Survey accessible by tablet and smartphone.
## Intended Outcomes

### Impact on Community
- Provides additional perspectives to community development efforts
- Stronger connections built with local youth
- Fully involved citizenry

### Impact on Youth
- Youth develop sense of place & connection to community and community assets
- Create a sense of Belonging
- Deeper understanding of community challenges and assets
Estimated Cost for YFI Exchange

Cost will vary depending on length of trip, distance between communities, cost of living.....

- Figures for Hurley/Weyauwega
  - Hotel rooms @ $70.00 = $700.00
  - Mileages 768 @ $0.51 = $392.00
  - 5 Meals at state rates for 10 people = $1360.00
  - Total = $2452.00

- Figures for Hurley/Montello
  - Hotel rooms @ $70.00 = $700.00
  - Mileages 840 @ $0.51 = $430.00
  - 5 Meals at state rates for 10 people = $1360.00
  - Total = $2490.00
Upcoming Youth First Impression Activities

Group Youth Training – June
Community Exchanges
Hurley – Weyauwega
Mercer – Montello
Add your community
Main Street First Impressions

First Impressions for Downtown Areas:
Ohio State University Extension Model
Ohio State University Extension First Impressions

- Traditional Model
- Tourism Corridor/Byway
- Main Street
What we will cover...

- How and why Main Street First Impressions was developed
- Purpose of Program
- Similarities and differences from traditional First Impressions
- Unique features
- Take Aways
How and Why Program was Developed

- Realization of need
- Developed program in partnership with Heritage Ohio, Inc.
- Heritage Ohio manages program with support from OSU Extension
Purpose of Main Street First Impressions

- Adapt First Impressions model to target downtowns/main streets to:
  - Address specific features of successful downtowns
  - Evaluate success of development initiatives
  - Create an enhanced image to outside world
  - Focus development efforts
Similarities to Traditional First Impressions

- Two Main Streets are paired
- Volunteer visitation teams are peer-to-peer
- Visit conducted anonymously
- Survey completed by team members
- Results presented to each community
Differences from Traditional First Impressions

- Management entity and involvement
- Preparation for visit important
- Survey targeted to Main Street needs
  - Geographic scope - Main Street and adjacent areas
  - Business mix
  - Customer service
- Preparation before visit
Unique Features

- Ability to add up to three locally developed questions
- Return trip questionnaire
Take Aways

- Message intended to send is often not the message that is sent
- Customer Service training important
- Signage and wayfinding often overlooked
- Program needs to be marketed and promoted
- Evaluation of long-term results important
For further information:

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First Impressions Web Site:
http://comdev.osu.edu/programs/economic-development/first-impressions
First Impressions: Urban Neighborhood Model

Ann Wied
First Impressions Urban Neighborhood Model

• Two neighborhoods:
  Havenwoods – located in Milwaukee
  Tower Hill – located in Waukesha (suburb of Milwaukee)
Havenwoods
Prior to arrival they expected...
Large homes
Lots of shopping
Suburban setting

After five minutes they noted...
Small quaint homes
Well kept yards
Clean streets
Very quiet

Both neighborhood groups felt that the two neighborhoods were surprisingly similar.
Most Outstanding Features

• Converted water tower house
• Pocket park with little free library
• Neat clean yards – lots of flowers
• Very peaceful and neighborhood pride
• Great recreational facilities
• Hospital for jobs
• Skateboard Park

Needs that Stood Out

• Need more for seniors (yard help, senior center)
• Lacking diversity of ethnicity and age
• Limited hours of public transportation
• Signage (which Tower Hill is working on.)
Highlights of participating:

Coming together to actually meet each other and discuss findings was a highlight.

The whole experience gave residents a broader perspective on what is possible in their own neighborhood.
Tower Hill

On their visit to Havenwoods ... 

- Most memorable:

  State Forest, signage, tree-lined streets, quiet residential streets, and the people
Ideas that Tower Hill Residents will borrow from Havenwoods ...

- Striping on road for bike lanes and center lanes
- Signs on light poles for neighborhood name.
- Value tree-lined streets. Plant more trees?
What Tower Hill Residents learned from their visit that has changed their impression of their neighborhood.

- We need to keep neighborhood geographical areas small and manageable.
- Maintenance of both yards – landscape and buildings has a huge visual impact on first impressions.
Evaluation Results

Question:
What aspects of this program had the greatest impact/value for you?

Top answers:
• Visiting another neighborhood in person.
• Discovering new ideas of things we could apply in our neighborhood.
Evaluation – Comment

“While I do not think the two neighborhoods were evenly matched up on a few levels, by looking at another neighborhood with a critical eye, it made me re-evaluate my perceived negatives of our own neighborhood. Simply put, it opened my eyes to more of the positive aspects of our neighborhood that I overlook. – very worthwhile program.”
Contact Us…

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