

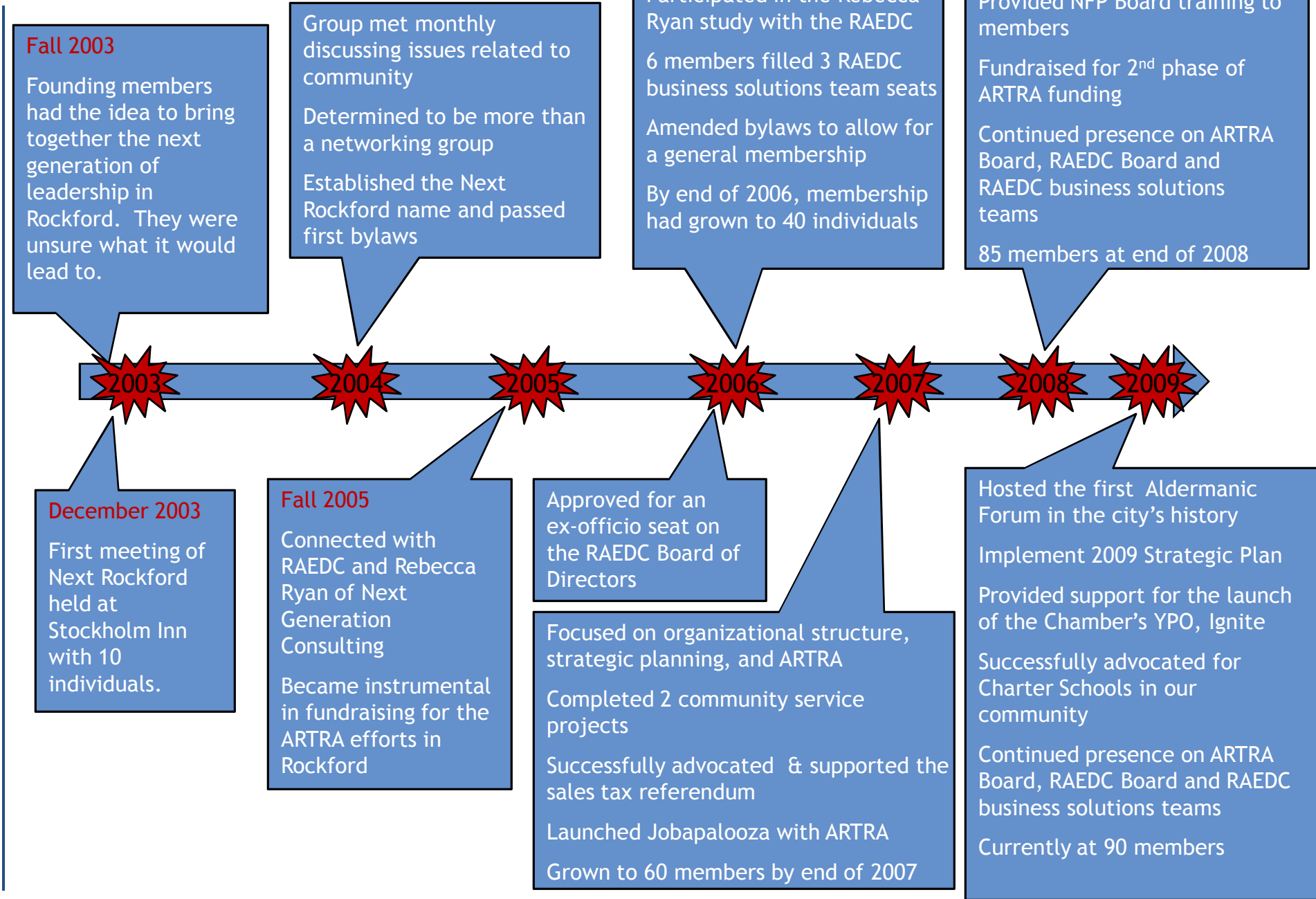


NEXT ROCKFORD OVERVIEW

What is the Mission Statement of Next Rockford?

To Engage Rockford's Next Generation of Leadership to Advocate for Improvements in Education, the Business Environment, and Urban Development

Timeline of Next Rockford



How Will The Mission Be Accomplished?

Connect with Each Other & Connect with Our Community

- Through regular formal and informal meetings of the membership
- Monthly programming to educate and provide the opportunity for involvement
- The connectivity Next Rockford has with numerous organizations in the area allow for the Next Generation of Leaders to be engaged in the issues that are important.
 - ❖ RAEDC - board position, solutions teams membership.
 - ❖ ATRTA effort - organizing committee seats, sub committee positions.
 - ❖ Rockford Park District - reaching out to Next Rockford for feedback and involvement in upcoming events.
 - ❖ Politicians & Policy Leaders - they want to connect with Gen X and Gen Y
 - ❖ Nonprofit community - clearing house for potential board seats throughout the community.
 - ❖ Countless other group connections that want Next Generation Leaders

What is Next Rockford's Organizational Structure?

- Organized as an Illinois not-for-profit organization (not a 501(C)(3)).
- Organization governed by a board of directors (Strategy Team), no fewer than 10 no more than 20.
- A general member is required to have been an **active** member for at least 6-months prior to consideration for Strategy Team.
- The Strategy Team meets once a month and there are no term limits.
- The officers include a President (Facilitator), Vice President (Vice Facilitator), Secretary and Treasurer.
- All individuals born after 1965 are eligible to join Next Rockford. The process includes sponsorship, application completion, orientation, and dues payment.
- The organization hosts monthly meetings of its general membership.

What is Next Rockford's Organizational Structure? - Cont.

- **Current Strategy Team Members**

- David Anderson
- Matt Branom
- Ed Geeser
- Jeff Glass - Secretary
- John Groh
- Amanda Hamaker
- Shane Hartje
- Brant Hulsebus
- Jeff Hultman - Immediate Past Facilitator
- Kris Kieper - Facilitator
- Dana Kiley
- Mike Loven
- Ryan Moore
- Brent Scott - Treasurer
- Erin Werthman
- Carol Wolowic

2009 Budget

	Budget 10/1/08- 9/30/09
Income	
Dues	\$6,300.00
Donations	\$0.00
Sponsorships	\$0.00
Total	\$6,300.00
Expenses	
EDC Membership Dues	\$2,000.00
Insurance Expense	\$1,000.00
Marketing Items	\$500.00
Other Events	\$500.00
Community Service Project	\$250.00
College of Med Event	\$250.00
Strategic Planning Event	\$200.00
HR Team Related	\$250.00
Other	\$200.00
Legal	\$100.00
PO Box	\$40.00
Internet registration	\$10.00
Total	\$5,300.00
Surplus / (Deficit)	\$1,000.00

Strategies for impact...2009 - 2012

Objectives - Focus Area's

- Membership
- Issue Advocacy
- Community Impact
 - Education
 - Business Development
 - Urban Development/Epicenter

Membership Development - develops and supports activities that inform and benefit membership of Next Rockford through networking, communications, and orientation. Seeks to build a stronger membership base to support Next Rockford's objectives.

- **Establish Membership Development Committee**
 - Social Events
 - New Member Development/Recruitment/Orientation
 - Communications Internal/External - newsletter submission
 - Community involvement of members
 - Develop targeted new member recruitment plan
 - Member-to-Member newsletter

Strategies for impact

Issue Advocacy - identify and advocate for issues important to the mission and objectives of Next Rockford. Engage Next Rockford members in the political process to further the mission of Next Rockford.

- **Government Affairs**

- Grow Local, Regional, State legislative contacts
- Attend Chamber Government Affairs Meetings to ID issues critical to the community which fall within the objectives of Next Rockford
- Assign members to local politicians
- Communications Internal/External - newsletter submission

- **Issue Specific Ad-hoc Committee's**

- Next Rockford/UIC College of Medicine Reception
- Election activities/Aldermanic Forum's

Strategies for impact

Communications - develop and implement tools to assist Next Rockford membership in better communications internally and externally

- Communication tools - member to member
 - Member Newsletter
- External community communications
 - Blogs/Articles in newspaper
 - Podcasts, website, listserve
 - Press releases

Strategies for impact

Community Impact - identify and advocate for issues important to the business environment, urban development, and education system. Engage Next Rockford members in advocacy to further the mission of Next Rockford.

- **Business Environment**

- Human Resource Committee
- ARTRA
- RAEDC Business Retention & Expansion Committee
- RAEDC Board of Directors

- **Urban Development**

- support/advocate for downtown development plan
- identify/advocate epicenter and urban development initiatives that support Next Rockford's objectives

- **Education Committee**

- Neighborhood School Zones
- Charter Schools

What are we doing in 2009?

- Complete one community service project per quarter
- Continue implementation of the Next Rockford HR team to support local next generation hiring efforts.
- Provide members for RAEDC Solutions Teams
- Sit on Chamber of Commerce Government Affairs Committee
- Provide input to Rockford Chamber and the ARTRA Team to support IGNITE growth.
- Complete session 2 of the board of directors not-for-profit training for Next Rockford members.
- September 2009 complete the 4th annual School of Medicine Event.
- Complete a 3rd annual Toy Drive for the holidays

Next Rockford 101



Photo courtesy of Tom Holoubek/RHS



NEXT ROCKFORD 101