



Next Rockford Platform

The by-laws of Next Rockford identify the purpose and focus of the organization: the purposes for which the Corporation is organized are: To facilitate the economic revitalization of Rockford and encourage the development of Rockford as the cultural, educational, and commercial center for the region.

As such, Next Rockford is a grass roots organization made of up Gen X and Gen Y professionals residing or working in the Rock River Valley. Together we work to engage Rockford's next generation of leadership in advocating for improvements in education, the business environment, urban development and other issues important to our membership.

Any candidate for elective office will have access to Next Rockford members, as noted below, if he/she agrees to support Next Rockford's Platform as described below:

Next Rockford Platform:

1. Business Environment

- a. Agrees to and understands that economic revitalization and industry diversification is critical to the long term success of the Rockford Region.
- b. Supports the conclusions of the Next Generation Consulting (Rebecca Ryan) study from 2005 and the work of the Attracting & Retaining Talent to the Rockford Region committee.
- c. Understands and supports the need to continually focus on increasing the number of college educated individuals in the Rockford area.
- d. Works to create, implement and support plans to maintain existing area businesses, while continuing to explore ways to grow business opportunities in the Rockford area.

2. Education

- a. Supports a thriving, professional, and respected public school system for Rockford.
- b. Pledges to work cooperatively with all parties to improve outcomes for all students and create a school system that is attractive to all residents, including young professionals with children. While expecting an efficient operation, supports the revenues necessary for the system to thrive.
- c. Agrees to the policy positions adopted by Next Rockford thus far, including support for geographically zoned attendance in District 205, support for the opportunity for well-run charter schools to serve students within the district, seven period school days, 21st Century Learning environments through the Better Schools Better Future referendum, and high school academies.
- d. Supports community efforts to improve outcomes, align services, and promote volunteerism in education. The schools belong to the whole community, and their success requires all community leaders to work together. In particular, candidates will support the goals and mission of Alignment Rockford.
- e. Acknowledges that increasing the number of college-educated residents is critical for the economic future of our community, will take steps to promote college-readiness among HS graduates, to expand college access, and to attract college graduates to move to the community.

3. Urban Development

- a. Agrees and understands that a thriving downtown is the driver of overall city redevelopment and will actively work to support the redevelopment of downtown.
- b. Supports initiatives that encourage high-density, market-rate housing in the downtown area.
- c. Supports business-friendly ordinances to assist in attracting new businesses and existing business expansion downtown.



- d. Supports economic incentive measures that encourage investment in downtown businesses, venues, etc.
- e. Supports the expansion of the arts and entertainment in downtown region.

4. Cultural Environment

- a. Works to support and build the arts and cultural offerings in the Rock River Valley.

5. Civic Engagement

- a. Values civic engagement and volunteerism. Realizes that civic engagement breaks down barriers into individual and shared potential and creates powerful connections between people and community; empowering youth and adults to become effective advocates and community leaders.

6. Other policy positions as approved by Next Rockford’s Strategy Team at the time both the candidate and Next Rockford facilitator sign this document (i.e. sales tax, home rule, school board governance, etc.).

In 4 to 5 sentence, please respond to each question:

1. What initiatives or ideas do you have to create a flourishing, vibrant business climate locally that not only keeps young talent, but attracts it?
2. What areas do you see working in pre-K to 12 and what needs improving? Post-secondary? How will you and the board your elected to make a difference?
3. How would you like to see our urban areas redeveloped? How do plan on accomplishing those goals?
4. What cultural attractions do find lacking in the Rockford area? How can you improve that?
5. How can civic engagement improve locally? What problems would you like to see fixed?

All candidates agreeing to and signing Next Rockford’s Platform will be afforded the opportunity to share their communications with Next Rockford members via the Next Rockford Facilitator through the private LinkedIn group and listserv. Candidates also have the opportunity to provide a 3 minute presentation on their candidacy at a Next Rockford general membership meeting.

This agreement may be revoked or blocked at any time by 2/3 majority vote of the full Strategy Team should concerns arise around reputation, extreme position or other matters that may negatively impact Next Rockford or its mission.

I, _____, fully support and will work towards achieving Next Rockford’s Platform. I understand that my performance will be evaluated against the Platform and I will be held accountable for deviating from said Platform.

Candidate

Date

Next Rockford Facilitator

Date