

50 years
Center for Governmental Studies
1969-2019
Northern Illinois University

Shaping our Future:
Purpose, Partnership, Possibilities
Framing Sustainable Solutions



NORTHERN ILLINOIS UNIVERSITY

Center for Governmental Studies

NIU's Center for Governmental Studies Celebrates 50 Years in 2019 **Please join us Thursday, Nov. 7, 2019 for an all-day conference!**

For 50 years, Northern Illinois University's (NIU's) Center for Governmental Studies (CGS) has provided applied research, technical assistance, and public sector capacity-building services to our region, state, and beyond. **On Nov. 7, 2019**, a one-day conference titled "Shaping our Future: Purpose. Partnership. Possibilities – Framing Sustainable Solutions" will be held to celebrate CGS's five decades of generating and sharing knowledge with its many university and external partners and chart a course for the future. This celebration will not only highlight CGS's accomplishments, but also will be future-focused. Attendees will discover how to understand and harness the demographic, economic, environmental, and technological forces that are reshaping our world.

WHEN: Thursday, Nov. 7, 2019 **WHERE:** NIU Holmes Student Center, main campus, DeKalb
SCHEDULE: Reg/Continental Breakfast, 7:45 am; Sessions, 8:30 am-4:30 pm; Networking Reception, 4:30-5:30 pm

Featuring a Dynamic Line-Up of Speakers and Panelists including Neil Howe, Rebecca Ryan, NIU President Lisa Freeman and NIU's Anne Kaplan and Jim Banovetz!

NIU President Dr. Lisa Freeman (8:30 am) will welcome attendees with observations on the day's themes and NIU's role in addressing them.

Neil Howe (8:45 am) – The opening keynote address will feature noted best-selling author **Neil Howe**, author of the *4th Turning* and over a dozen other books on generations, demographic change, and fiscal policy. His address is titled "Generations and the Rhythm of History: What's Ahead for our Lifestyles, Workstyles, and our Government." Howe, an historian, economist and demographer, is an authority on generations and social change in America--coining the term "Millennial" in 1991." He will share the results of his research on generational cycles, or "turnings" in America. His insights will lay the foundation for an exploration of four priority areas affecting hundreds of Northern Illinois communities with which CGS has worked: new models and strategies to strengthen local economies; environmental stewardship and energy conservation; fiscal sustainability in civic organizations and local governments; and new and emerging community health challenges and resources. (Book purchase available on registration form)

NIU'S Anne Kaplan and James Banovetz (noon) will present the luncheon keynote address about the history of CGS.

Rebecca Ryan (3:15 pm) – The afternoon closing keynote "Future Perfect: Local Government's Next 50 Years" features **Rebecca Ryan**, who brings humor to her presentations. As CGS celebrates 50 years, we pause to reminisce and look forward. What will the next 50 years bring? Professional futurist Rebecca Ryan, APF, shares the three core issues that local government must get right to remain relevant for future generations. Bring your smart phones; this will be an interactive session! Ryan is an economist who wrote the April 2019 [cover story](#) for *PM Magazine* and facilitated and authored [The Next Big Things: The Future of Local Government](#) while serving as the Alliance for Innovation's Resident Futurist. Learn more at RebeccaRyan.com. (Book purchase available on registration form)



NORTHERN ILLINOIS UNIVERSITY

Center for Governmental Studies



FOUR MORNING AND AFTERNOON DISCUSSION SESSIONS/TOPICS

Sessions will feature a subject matter expert who will frame the issues/challenges/opportunities and panelist respondents who will speak to the different facets of the issue and showcase effective practices aimed at managing change. Sessions will promote interaction between panelists and attendees to discover innovative solutions and suggestions for future partnerships with NIU. The event will explore four priority areas affecting hundreds of Northern Illinois communities with which CGS has worked:

- a) *New models and strategies to strengthen local economies.*
- b) *Environmental stewardship and energy conservation.*
- c) *Fiscal sustainability in civic organizations and local governments.*
- d) *New and emerging community health challenges and resources.*

10:35 AM-NOON CONCURRENT SESSIONS

SESSION 1:

Building Community Capacity and Economic Prosperity through Leadership, Technology, and Innovation

Changing demographic and investment patterns over many decades have concentrated wealth and economic opportunity in larger and more urban communities, leaving many non-metropolitan areas challenged to adjust to a new economic reality. The rise of the virtual workplace, flexible work schedules, online shopping, and social media are contributing to these shifts – but can they also be leveraged to bring the conveniences of city living to small town America? Innovative leaders throughout Illinois say “yes” and are turning to technology-based models to spur economic and community development. What could this mean for communities of all sizes? How can urban, suburban, and rural areas use technology to secure their economic future? This session discusses the multi-faceted role technology can play in community and economic development from a state, regional, and local perspective. The role of public and private sector leaders in the development and expansion of opportunities also will be explored.

Learning Objectives:

- Discover how communities in Northern Illinois can participate in the recently-released statewide economic development plan to encourage emerging and innovative businesses to invest.
- Explore opportunities for Economic Development Regions in Northern Illinois to collaborate as a group on marketing and other strategies and how they fit in the Department of Commerce and Economic Opportunity statewide plan with ways for NIU (especially CGS) to assist.
- Understand expected changes in communication technology and how they can open opportunities for local development groups in cities of all sizes to enhance local development.
- Learn how forward-thinking communities can successfully take advantage of these changes including leadership development and small business partnerships.

Moderator:

Norman Walzer, Senior Research Scholar, CGS

Panelists:

Yair Rodriguez, Deputy Director for Regional Economic Development (RED), Illinois Department of Commerce and Economic Opportunity

Marc Thorson, Executive Director, Regional Technology Services, NIU Division of Information Technology (DoIT)

Danny D. Langloss Jr., City Manager, City of Dixon



NORTHERN ILLINOIS UNIVERSITY

Center for Governmental Studies



SESSION 2:

The Healthcare-Community Development Connection – Moving Beyond Traditional Roles

Accessible and affordable healthcare is fundamental to the well-being of all Illinoisans. However, the importance of the healthcare sector extends well beyond its impact on individual quality of life to community and economic development. Healthcare is one of the largest industries in many regions, paying above average wages for a broad array of jobs and career pathways. Healthcare also supports the retention and attraction of high-wage jobs in other industries; and healthy, longer living workers are more productive. Recent studies by the U.S. Small Business Administration and the Kauffman Foundation point to a link between access to affordable healthcare and entrepreneurship and small business development. Finally, healthcare organizations can play a direct role in community development activities by supporting and financing asset-building programs such as affordable housing initiatives.

This session explores how healthcare is being integrated into community development and safety net planning and implementation in communities throughout Illinois.

Learning Objectives:

- Learn about three different strategies for leveraging the assets of local healthcare facilities for community development.
- Explore how to use data and technology to address community health priorities, align resources, and improve population health.
- Discover how residents, city governments, school districts, non-profits, and other organizations can successfully partner with hospitals and healthcare organizations to improve communities.

Moderator:

Mel Henriksen, Senior Research Specialist, CGS

Panelists:

Mary Keating, Director of Community Services, DuPage County Government
President, National Association for County Community and Economic Development
Impact DuPage Steering Committee Member

Pat Schou, Executive Director, Illinois Critical Access Hospital Network (ICAHN), President, National Rural Health Association

Michael J. Born, M.D., President, Swedish-American, A Division of UW Health

1:30 – 2:55 PM CONCURRENT SESSIONS

SESSION 1:

Financing the Future: Adaptability, Sustainability, Possibility

The financial demands on our units of government and communities are growing rather than shrinking. The resources required to deliver core services, invest in targeted programs, repair and replace infrastructure, build and maintain staff and meet long-term obligations is seemingly unending. However, the revenue streams and resources required to meet these financial requirements are stretched and often controversial. How will local government adapt to changing demographics, changing technology, fiscal needs, and changing revenue streams or restrictions? Are different approaches or a re-tuned mind-set needed to address policy priorities and deliver public services in the future? Leaders, observers and practitioners in public finance, public policy and public management will bring differing views and perspectives to a panel discussion to this future-focused session.

Learning Objectives:

- Learn about the dynamic elements that are and will continue to impact local government finances.
- Explore emerging approaches and strategies essential to sustainable and collaborative budgeting.
- Identify common and cross-governmental challenges that will impact every community.
- Explore the challenges governments face when trying to implement financial planning and responsive budgeting.
- Discover opportunities where the Northern Illinois region can work together on financial sustainability initiatives and strategies.



NORTHERN ILLINOIS UNIVERSITY

Center for Governmental Studies



Moderator:

Kurt Thurmaier, Chair, Department of Public Administration

Panelists:

Shayne Kavanagh, Senior Manager of Research, Government Finance Officers Association

Laurence Msall, President, The Civic Federation

Jim Norris, Village Manager, Hoffman Estates

Honorable Richard Irvin, Mayor, Aurora

SESSION 2:

Environmental Stewardship and Energy Conservation

Environmental sustainability encompasses a broad array of topics including renewable energy, water policy, transportation, walkability, climate change, and infrastructure funding, among others. Within this broad context, this session will explore the meaning of environmental sustainability and implications for our local communities and organizations. Leaders from communities with differing geographic, economic, and demographic characteristics will share their approaches, challenges, and successes in environmental sustainability. Participants will learn about proactive and practical environmental sustainability strategies they can adopt or adapt in their communities to enrich their quality of life.

Learning Objectives

- Gain insights on how demographic changes will likely affect how we think about and address environmental sustainability.
- Understand the challenges that communities face when trying to implement sustainability goals.
- Identify strategies communities are pursuing to achieve small wins in building a sustainable environment.
- Explore potential roles that citizens, businesses and the broader community can play.
- Discover opportunities for the region to work together on environmental sustainability initiatives and strategies.

Lead Presenter:

Edith Makra, Director of Environmental Initiatives, Metropolitan Mayors Caucus

Panelists:

Honorable Kevin Burns, Mayor, City of Geneva

Honorable Sam Cunningham, Mayor, City of Waukegan

Honorable Teresa Kernc, President, Village of Diamond

Andri Peterson, Village Manager, Village of La Grange

We hope you will join us in this day of celebration and idea exchange! CGS will use information from the day to help decide its strategic priorities for the next three years and learning communities will be created for those interested in continuing to formulate innovative and effective solutions. You will become better connected to like-minded stakeholders as we explore the complex challenges confronting our region and share successful approaches to navigating those challenges. Your participation will also help NIU determine where its research, technical assistance, and capacity-building resources are best targeted.

Registration form and information are attached.

Shaping our Future:
Purpose, Partnership, Possibilities
Framing Sustainable Solutions



NORTHERN ILLINOIS UNIVERSITY
Center for Governmental Studies

REGISTER FOR THE CGS 50TH ANNIVERSARY CONFERENCE

Thursday, Nov. 7, 2019

- 7:45-8:30 am Registration & Continental Breakfast
8:30-8:45 am Introductions
Welcome by NIU President Lisa Freeman
8:45-10:15 am Opening Keynote by Neil Howe
10:15-10:35 am Break
10:35 am-Noon Concurrent Sessions
Session 1 The Healthcare-Community Development
Connection: Moving Beyond Traditional Roles
Session 2 Building Community Capacity and Economic Prosperity
through Leadership, Technology and Innovation
Noon-1:30 pm Lunch & Founding of CGS Presentation by NIU's
Anne Kaplan and James Banovetz
1:30-2:55 pm Concurrent Sessions
Session 1 Financing the Future: Adaptability, Sustainability, Possibility
Session 2 Environmental Stewardship and Energy Conservation
2:55-3:15 pm Break
3:15-4:15 pm Closing Keynote by Rebecca Ryan: "Future Perfect:
Local Government's Next 50 Years"
4:15-4:30 pm Wrap-Up by CGS Director Diana Robinson
4:30-5:30 pm Networking Reception

Accommodations

Hampton Inn & Suites
663 S Annie Glidden Rd
DeKalb IL 60115
(815) 748-4323

Holiday Inn Express Hotel & Suites
1935 DeKalb Ave
Sycamore IL 60178
(815) 748-7400
www.ihg.com

Holmes Student Center
Northern Illinois University
DeKalb IL 60115
(815) 753-1445

4 WAYS TO REGISTER:

- 1) [ONLINE](#)
- 2) FAX: 815-753-6900
- 3) PHONE: 800-345-9472
- 4) Mail form with check made out to NIU: Registration Office,
Outreach Services, NIU, DeKalb IL 60115

REGISTRATION CATEGORIES

- _____ \$99 - ATTENDEE
_____ \$75 - NIU FACULTY/SPS/CS
_____ \$25 - STUDENT

_____ Yes, I would like to purchase *The Fourth Turning* by Neil Howe for \$20

_____ Yes, I would like to purchase *ReGENERATION: A Manifesto for America's Next Leaders*, by Rebecca Ryan for \$15

Name Badge and Registration Information

Event #16895

Name	Badge Name (to appear on name badge):	
Title	Department/Unit	
Mailing Address		
City	State	Zip Code
Work Phone	FAX	E-mail
Special Requirements: _____ Special Dietary Needs (please indicate) _____ Sign Interpreter	_____ TDD _____ Wheelchair Access	Registration deadline is Nov. 1, 2019 Cancellations must be received by Nov. 1, 2019, in order to receive a refund. Cancellations are subject to a \$10 cancellation fee.

After you submit your registration, you will receive a confirmation e-mail.

We look forward to seeing you in DeKalb Nov. 7!