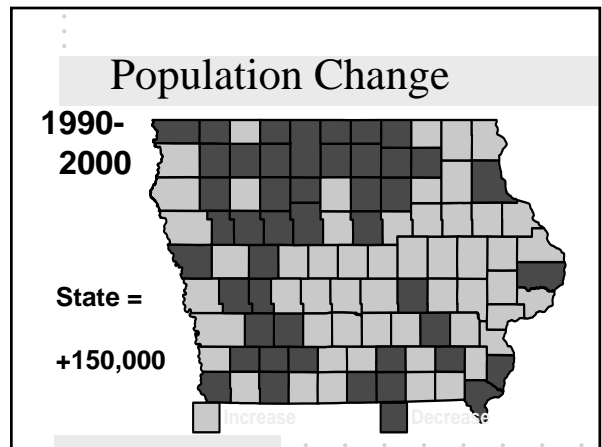
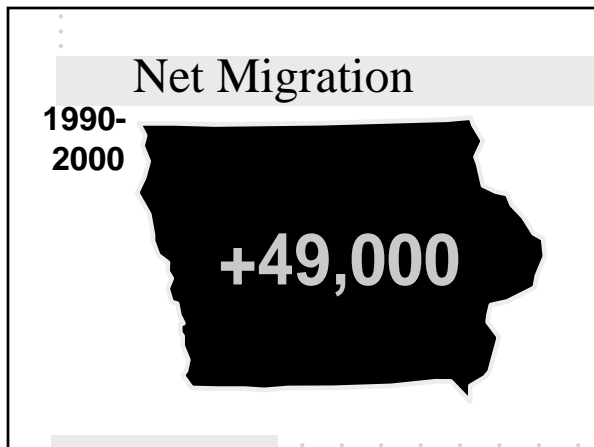
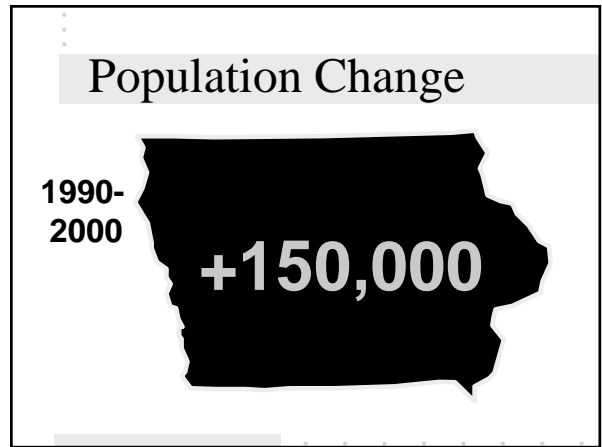
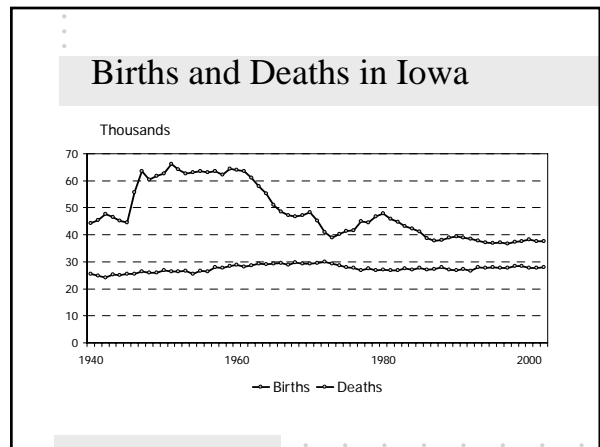
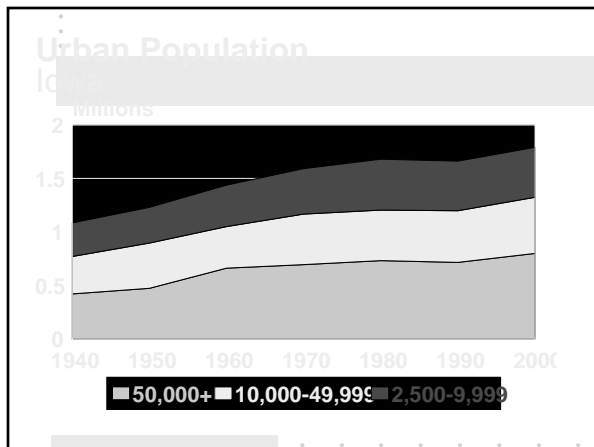
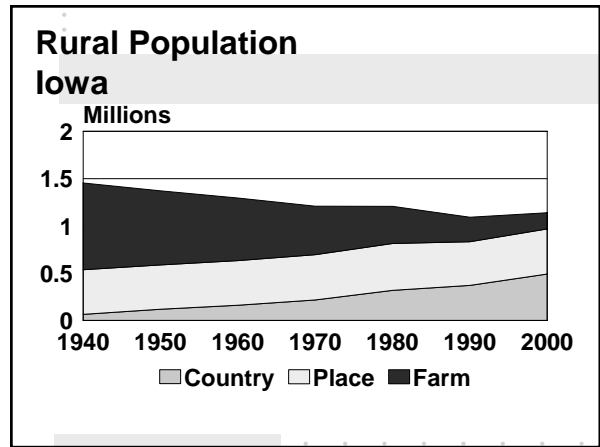
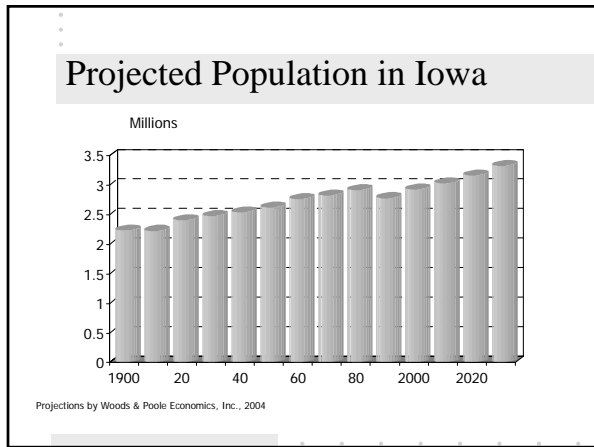
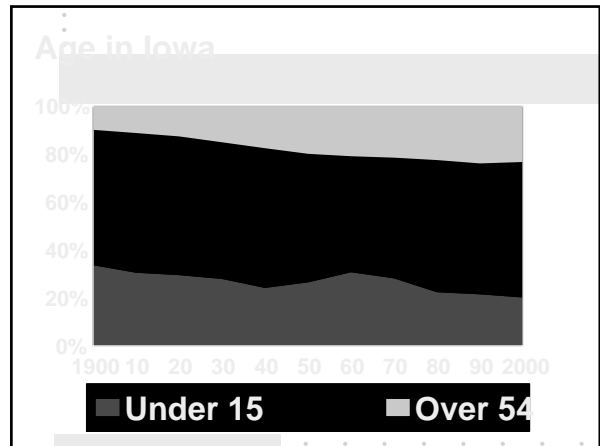
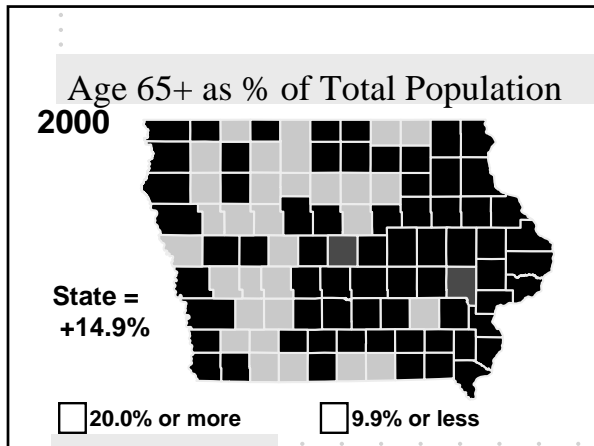


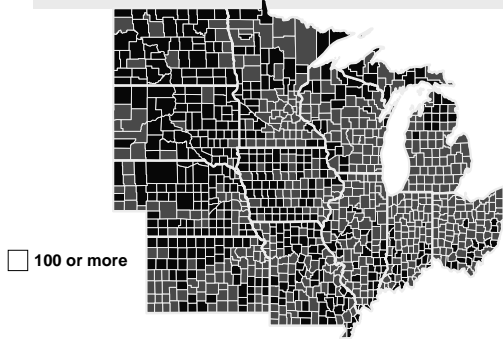
### Population, 2000

2,926,324

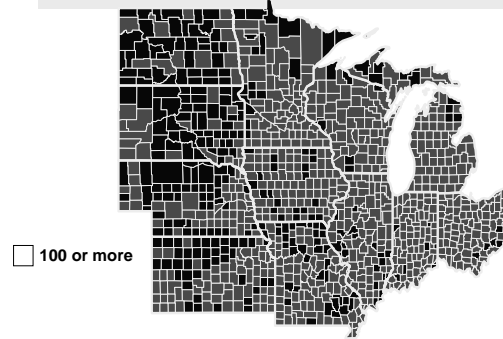




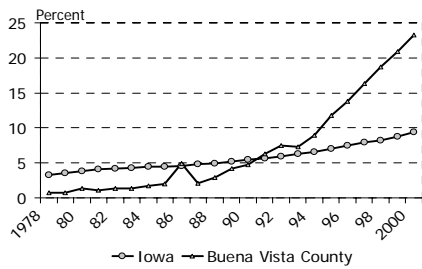
## Hispanic/Latino Population, 1990



## Hispanic/Latino Population, 2000

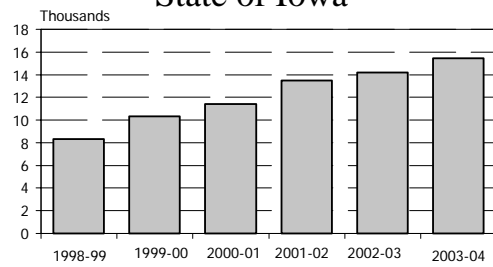


## Percent Minority K-12 Students



\*Minority includes Hispanic, Black, Asian American, and American Indian students  
Source: Iowa Department of Education

## LEP\* Enrollment State of Iowa



\*Limited English Proficiency

## Five essential forms of capital

- Financial Capital
- Physical
- Human
- Environmental
- Social

## Social Capital

- Community involvement of people and organizations; participation in community events and projects; membership in local organizations; diversity of leaders; cooperation among organizations, etc

## Emerging Traits and Characteristics

### 1. Turbulence

- Rapid changes
- Social and economic change is never equal in its impact; produces gains for some and losses for others
- Externally driven social changes → powerless
- As losses mount → grief → anger → reaction

### 2. Anxiety

- Fear of the future, because the past has produced so much change (losses)
- Are rural people more anxious?
  - Fear of additional losses
  - Fear of prosperity

### 3. Weaken social institutions

Social institutions brings people of dissimilar interests together (unlike special interest groups)

- Local government, schools, hospitals, libraries, etc.

### 4. Decline in civility

- Less tolerant
- Less respect
- Unyielding positions
- Divided communities
- Legal vs ethical decisions

### 5. Widening gaps between groups/sectors

- Age, income, & generational differences
- Race or ethnic background
- Local versus state versus federal regulations
- Commodity interests along regional lines
- Rural–Urban differences
- Newcomers versus long–term residents

## 6. Consolidation of business enterprises

- Emergence of national and international chains and franchises in
- Retailing
- Processing/Manufacturing
- Marketing
- Banking

## 7. Occupational changes

Moving from a nation of self-employed entrepreneurs, business persons to one of hired managers and employees

Independent businesses, storekeepers, farmers, self-employed occupations formed the basis of rural employment

## 8. Callousness

- Indifference, apathy, & in cases disdain
- Erosion in community and trust, tearing of the social fabric
- Blaming the victim
- Orientation to individual rather than group or collective needs, “what is good for me?” rather than “what is good for the community?”

## Are these trends creating a “*distrustful culture*”?

- Where people no longer know each other
- Where people no longer trust each other
- Where extreme individualism is primary
- Diminished respect, communication, and cooperation

## Traits of a distrustful culture

- Legal representation
- Formalized contracts
- Fear of liability
- Less personal contact
- Formal communication
- Legalism vs ethical
- Suspiciousness

Is it possible that we are creating a distrustful rural culture, where:

- Many choose not to live because:
- Fear of others, fear of being taken advantage of
- Where there are perceived limited opportunities?
- Diminished attachment to community

## What factors have contributed to the drift towards distrustfulness?

- Population change
- Changing role of women, the historic carriers of civic spirit
- Multiple job holding
- Hectic Lifestyles
- Aging population
- The hassles of public leadership

## Building Social Capital

- Communication
- Trust
- Cooperation



## Importance of Service Clubs in Building Social Capital

- Opportunities for leadership development
- Strengthens social capital
- Networking
- Building sense of belonging
- Demonstrates civic duty and responsibility
- Bringing people of diverse backgrounds, interests and talents together--community building

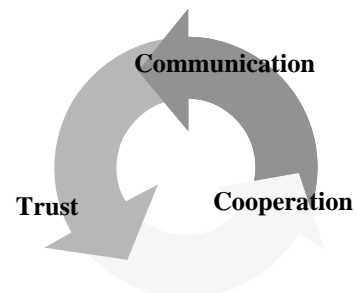
## Need to Restore the Art of Neighboring

Neighbor as a verb  
versus  
Neighbor as a noun

In the past community development was about building things..roads, schools, churches, industrial parks, etc..

Now it appears the future of community development is about building or strengthening social capital

## Towards Building Social Capital



For More Information

<http://www.seta.iastate.edu/>

<http://www.soc.iastate.edu/extension/>

THANK YOU