A
PERSPECTIVE
OF
IOWA 2000: The Time of Our Lives

LOOKING BACK

The IOWA 2000 Program began in 1972 when then-Congressman John Culver suggested that planning for the future was an obvious need in Iowa. The Legislature agreed and approved a resolution requesting Governor Ray to plan for a statewide conference on Iowa's future. A State Planning Committee organized local and regional meetings preparatory to a state conference on Iowa in the year 2000. Approximately 50,000 Iowans participated in those discussions relating to energy, economic development, natural resources, and life enhancement. From these meetings came the clear perception that Iowa's two greatest resources are its people and its land.

To consider the impact of the future on these two great resources, Governor Ray reconvened a new IOWA 2000 State Committee with legislative support. In 1978 the Committee will cooperate with the Extension Service of Iowa State University in its public affairs program, entitled "Land, Water, and Energy in Century III." The "IOWA 2000: Time of Our Lives" Program has been jointly sponsored with The University of Iowa and its Institute of Public Affairs.

THE IDEA

To add a new dimension to the use of energy, the idea emerged to incorporate the premise that human efforts and the creative use of human energy are crucial to Iowa's future. What Iowa will be like in the year 2000 will depend on what Iowans will be like and how Iowans will use their time -- the Time of Our Lives is the raw material of our future.

By dividing the Time of Our Lives into three major categories -- WORK, VOLUNTEERISM, AND LEISURE -- the creative use of human energy was translated into meaningful topics for discussion. By recasting future discussions in terms of the use of time rather than materials or money, the program has enabled Iowans to talk to each other about their future and about the use of their own time - their "time" budgets - as one of the most important of human resources available to them.

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DEVELOPMENT OF A PROGRAM

The issues of interest for futures discussion of the use of time, are the trends which seem to exist in the work environment, in our voluntary approach to societal needs, and in the use of time not otherwise obligated by work or voluntary effort, namely in our leisure time.

How will Iowans spend their time in the year 2000?

How will we HAVE to spend our time?

How do we WANT to spend our time?

With these thoughts in mind, a trends booklet was prepared - its purpose being to provoke futures thinking and to stimulate discussion of future alternatives and options and their possible effects on the use of our time.

The trends booklet was "tested" in a workshop on December 3, 1976. Fifty participants reviewed the trends, discussed policy options for the future, and came to concensus on a number of policy statements for governmental and nongovernmental institutions. These individuals critiqued the trends booklet and the process used to generate discussion and arrive at policy statements. Their thoughtful suggestions were an invaluable contribution in the subsequent revision and finalization of the booklet. By the end of January, 1977, the trends booklet, entitled IOWA 2000: The Time of Our Lives -- WORK, VOLUNTEERISM, AND LEISURE, was ready for use at the regional level in eight regional meetings across the state.

An audio-visual production with the same title and using the multi-image technique, was prepared to supplement the use of the trends booklet. This presentation was designed to prepare participants at the regional meetings for the small group discussions by focussing upon the various trends and implications of these trends as delineated in the trends booklet.

By February, 1977, the Time of Our Lives Program was completely developed; the next step - the involvement of people in the consideration of the time of their lives.

PREPARATION FOR THE PROGRAM

It was necessary to focus upon a great many details to assure the proper promotion of the program.

1. Dates and sites for the meetings were chosen and arranged for:

Region	Date	Site
Central	March 25	Simpson College, Indianola
East Central	March 26	Kirkwood Community College, Cedar Rapids
Southeast	April 1	Iowa Wesleyan College, Mt. Pleasant
Northeast	April 2	Clarke College, Dubuque
Northwest	April 15	Western Iowa Tech, Sioux City
North Central	April 16	North Iowa Area Community College, Mason City
Southwest	April 22	Iowa Western Community College, Council Bluffs
West Central	April 23	Iowa Central Community College, Fort Dodge

2. Sixteen individuals agreed to serve as regional co-chairpersons:

Region	Name
Central	Nancy Meredith, Ames Kappie Spencer, Des Moines
East Central	David Hammond, Cedar Rapids Nancy English, West Branch
Southeast	Rosalie Brown, Fremont Sherman Lundy, Burlington
Northeast	Hugh V. Copeland, Waterloo Inagrace Thoms, Dubuque
Northwest	Don "Skip" Meisner, Sioux City Mary Sturges, Le Mars
North Central	Linda Hensley, Mason City Roy Schram, Forest City
Southwest	Bonnie Mansfield, Malvern Wayne Kobberdahl, Council Bluffs
West Central	Clarence Rice, Fort Dodge Sara Dappen, Manning

PREPARATION FOR THE PROGRAM (CONTINUED)

3. Regional Committees were established to assit in the promotion and publicity of the program and the recruitment of regional meeting participants. Media assistance was rendered by a member of the Iowa Chapter of the Public Relations Society of America in each regional.

4. Preliminary meetings were held with regional Committees in each regional with IOWA 2000 staff who detailed the content of Program and the format for the regional meetings, distributed promotional materials - brochures, posters, and letters for circulation - and exchanged suggestions and ideas for publicity and recruitment tasks.

Several activities took place on a statewide basis in preparation for the Program:

1. Letters from Governor Ray and Willard L. Boyd, Chair of the IOWA 2000 State Committee, were sent to a great many state organizations to solicit their interest and involvement in the Program.

2. Special effort was extended to interest high school students in the Program by sending letters to high school social studies teachers and high school principals to encourage their students' participation.

3. Materials were sent to Iowa State University's area and county Extension directors, public libraries, churches, labor and business groups, state agencies, elected officials, the news media, arts councils, recreation directors, and a host of other interested groups and individuals.

Effort, energy, enthusiasm, and excitement were the basic ingredients necessary to prepare for the regional meetings at which time people would have the opportunity to come together to indicate, for the future, desirable policies which will affect work, volunteerism, and leisure.

THE REGIONAL MEETINGS: THEIR DESCRIPTION, PURPOSE, AND PROCEDURE

Approximately 1,200 Iowans from all walks of life and of all ages attended the regional meetings - an average of 150 people per meeting. The meetings were day long, and gave individuals an opportunity to discuss with each other Iowa's future as it relates to people and how people use their time. The meetings were open to everyone; no registration fee was charged. All those who attended the meetings had the chance to participate actively in the discussions.

Typically at a regional meeting, as people entered the meeting room, a name tag with a number on it was given to each participant; the number designated a table and a topic-area for discussion. People gathered in one large room for opening remarks by the Governor, the audio-visual presentation, and a description of the meeting's format and procedure. By 10:30 a.m. the participants moved to their designated tables for small group discussions of 10-12 people. Each group had a discussion leader to help the group work together effectively; a recorder was chosen by the group to write down the selected policy statements. Using the trends booklet for information and to stimulate futures thinking, the individuals in each group discussed three trends in one of the three areas (work, or volunteerism, or leisure). After focussing upon a particular trend and assessing the consequences and implications of the trend, the group's task was to decide upon various desirable actions or policies or directions which it would like to see occur in Iowa in the future related to the trend under discussion.

The following trend areas were selected for focus in the trends booklet:

WORK

1. Shifts in Population, Jobs, and Persons Working
2. Motivation and Job Satisfaction
3. More Discretionary Time for Iowans

VOLUNTEERISM

1. Participation in Volunteerism
2. Changing Nature of Volunteerism
3. More Discretionary Time for Iowans

LEISURE

1. Expenditures
2. Leisure Time Activities
3. More Discretionary Time for Iowans

Many participants jotted down ideas and impressions that were not a part of the group consensus and place these comments on the spindles which were provided for the purpose of gathering ideas that would otherwise be lost in the group's decisions. The statements of each group, written down by the recorder, plus the "spindle statements" were collected, typed, copied and sent back to each participant. Thus, all who attended the meeting had the opportunity to review the statements of the other groups.

At the end of each regional meeting there was an open session in which participants voiced their impressions about the day's activities and in which ideas were exchanged and suggestions made. Evaluation forms were filled out so that everyone had an opportunity to express his or her thoughts about the Program or about the future direction of IOWA 2000. Speeches were few, short, and aimed at motivating the work of the groups. As explained above, the results of meetings - chosen policy statements - were written down so it would be possible to translate these ideas into effective private and public decision making.

Finally, the ripple effect of the day's work at the regional meeting took place by the distribution of Take-Home Packets--an IOWA 2000: Time of Our Lives do-it-yourself kit. Approximately 250 packets, along with 5-10 trends booklets with each packet, were picked up by participants who have since guided members of their own club, neighborhood group, or interest group through the Program. In this way, these individuals' enthusiasm about the day's activity in the consideration of the future use of time in work, voluntary effort, and leisure, spread to several other people, including students who used the trends booklets in their classes.

REGIONAL MEETING RESULTS

Immediately following each of the regional meetings, the policy statements written by the discussion groups were summarized and recorded under the categories of "work," "volunteerism," and "leisure." Also recorded were the "spindle statements" contributed at each of the discussion sessions. The result was a pamphlet ranging from 8-12 pages which was sent to each person who attended the particular regional meeting and other interested persons. The purpose of the distribution was to enable each of the participants to compare his or her discussion group's statements with these of other groups.

These summaries were also the basis for formulating the policy statements discussed at the state meeting. Examination of the statements revealed that Iowans were looking to thirteen institutions to serve them in the year 2000. The institutions identified are: agricultural organizations; the arts and other cultural institutions; churches; educational institutions; the family, the individual, and the single person; health institutions; labor and business; local governments and communities; the media; political organizations and citizens groups; public and private social services and other volunteer organizations; recreation and leisure industries and organizations; and state and federal governments.

After grouping policy statements from the regional meetings in each of these categories, key words and phrases were identified. These were used to formulate 6-10 policy statements to be discussed at the state meeting.

CULMINATION OF THE PROGRAM

On June 2, more than 700 Iowans convened at the Iowa Memorial Union on the campus of the University of Iowa for the IOWA 2000 State Commonwealth Conference. The purpose of the conference was to bring together the ideas generated at the regional meetings and to explore the main them of the current phase of the IOWA 2000 program--"The Time of Our Lives"--from the perspective of the roles institutions should be playing in developing better uses of human energies and resources.

Only an hour of the conference was devoted to speeches. The remarks of Board of Regents President Peterson, Governor Ray, Senator Culver, and Mr. Wirtz are printed elsewhere in this report. Their purpose was to provide a point of departure for the discussion groups and present a challenge to them.

After an orientation about procedures for the day, conferees attended one of thirteen discussion sections. Each of the thirteen groups dealt with one of the "institutions" listed above.

The task of the groups at the state meeting was somewhat different from the regional meetings. Whereas at the regional meetings, participants were asked only to formulate policy statements, at the state meeting they were asked to: (1) write action steps to achieve policy goals stated at the regional meetings, or (2) to rewrite the policy statements if they disagreed with them and then to write action steps to achieve the new policies. The results of this process are printed on pages ____ of this report.

The state meeting differed from the regional ones in one other sense. There were three or four resource persons, knowledgeable about one of the thirteen institutions, who made brief presentations to each of the discussion groups. Also, a member of the IOWA 2000 state committee served as discussion leader for each of the groups.

Thus, we have at the regional meetings and Commonwealth Conference

--Identified major issues which Iowans face in the near and distant future relating to the use of time.

--Created awareness of options which might affect Iowa in the areas of work, volunteerism, and leisure.

--Assessed the implications of these options.

--Suggested desirable governmental and nongovernmental policies and actions affecting the use of our time.