



CHANGE • HEART • FUTURE
HELPING COMMUNITIES CREATE
FUTURES WHICH COMPLEMENT THEIR
VALUES, CHARACTER, & RESOURCES

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Memorandum

To: Interested Parties
From: Jonathan Schechter
Date: January 30, 2013
Re: Thoughts regarding next year's "22 in 21"



After reviewing the evaluations from this year's 22 in 21, here are some thoughts about what we can do to make 2014's session better.

Big picture

- 22 in 21 was generally quite successful, and holds the promise to become an annual institution.
- One of 22 in 21's great strengths is its holistic approach, both in how we structure the day and view of the region. That noted, many comments suggested the need for a tighter focus and, perhaps, more spoon-feeding of information and take-aways (i.e. we might take a first-order cut at what we want attendees to take away). How best to strike that balance isn't clear.
- In building the agenda, we should pay attention to how its facets coordinate with and build on each other. We should also make clear to attendees at every step what comes next, how the pieces fit together, and what they can expect.
- The event can be more effective by giving attendees some pre-session prep work (as in: "Here are some basic facts the speakers will assume you know").
- The session could probably be shorter (as in start with lunch?).

What worked and should be repeated (either verbatim or modified)

- Warm-up exercise was useful, but confusing/convoluted for many
- Three Minute Future format was very well received. Tweaks might include reducing the number of speakers and/or creating a specific theme and/or making sure they explicitly say "this is my take-away point" and/or coaching them to avoid infomercials or platitudes.
- We might ask the Three Minute Future speakers to provide us with information ahead of time to distribute to the attendees, so they can say something like: "I expect you read my points; now I'll build on them in my talk."
- The social hour worked well, but the free beer has to be ready from the get-go.
- Rather than strictly looking forward, a few Three Minute talks might be devoted to pointing out basic realities (e.g. cheap housing requires density).

What we should fix or abandon

- Lunch traffic flow was bad, and we need vegetarian lunch options
- The post-lunch visioning exercise could probably be junked, as it produced little more than platitudes, and didn't seem to connect well with the later exercises

What we didn't do, but should do next year

- Many attendees mentioned networking opportunities, but except for the cocktail hours, there was no real vehicle/time period for people to informally network.
- There were requests that JS provide a statistical snapshot.

Other thoughts

- It isn't clear whether we should make the event more Jackson Hole-centric. On the one hand, we are one community spanning two states and three counties. On the other hand, the issues facing JH are quite different than those facing the Teton and Star valleys.
 - At a minimum, we should consider focusing on issues which affect all three.
- Should we explicitly recruit certain attendees, whether individuals or group?
- We need to keep outreach going between sessions – 12 months is too long a lag. It isn't clear what form(s) this outreach should take.