

ITASCA *project*

Corporate Engagement in Community Issues

September 28, 2010

Agenda

- ◆ **Introduction and Welcome**
- ◆ Itasca Background
- ◆ Current Initiatives
- ◆ Reflections and Closing

Itasca Introduction

What is Itasca?

An employer-led alliance to drive regional efforts to keep the Twin Cities' economy and quality of life competitive with other regions

Who is Itasca?

50-plus cross-sector community leaders

- Primarily private sector CEOs
- Handful of public sector leaders: the Governor, the Mayors of Minneapolis and St. Paul, Chair of the Met Council, the leaders of the University of Minnesota and MNSCU
- Leaders of major foundations and United Way

Itasca Project Goals

Raise region's overall economic competitiveness and quality of life

- ◆ Long term: Be among the most vibrant and economically competitive regions
- ◆ Short term: Be one of the first regions to emerge from downturn with improved job growth position

Reduce and eliminate socioeconomic disparities

- ◆ Addressing the opportunity gap is critical to both long-term prosperity and short-term recovery

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A History of Civic Engagement

- ◆ In 1960's business leaders began assembling at **Itasca State Park** to discuss issues of regional importance



- ◆ The Itasca name is a nod to the golden era of civic engagement from Twin Cities business leaders
- ◆ CEO leadership has transformed the region

The Itasca Project was created to be the mechanism that allows today's CEO's to meaningfully engage on civic issues

Itasca Objectives

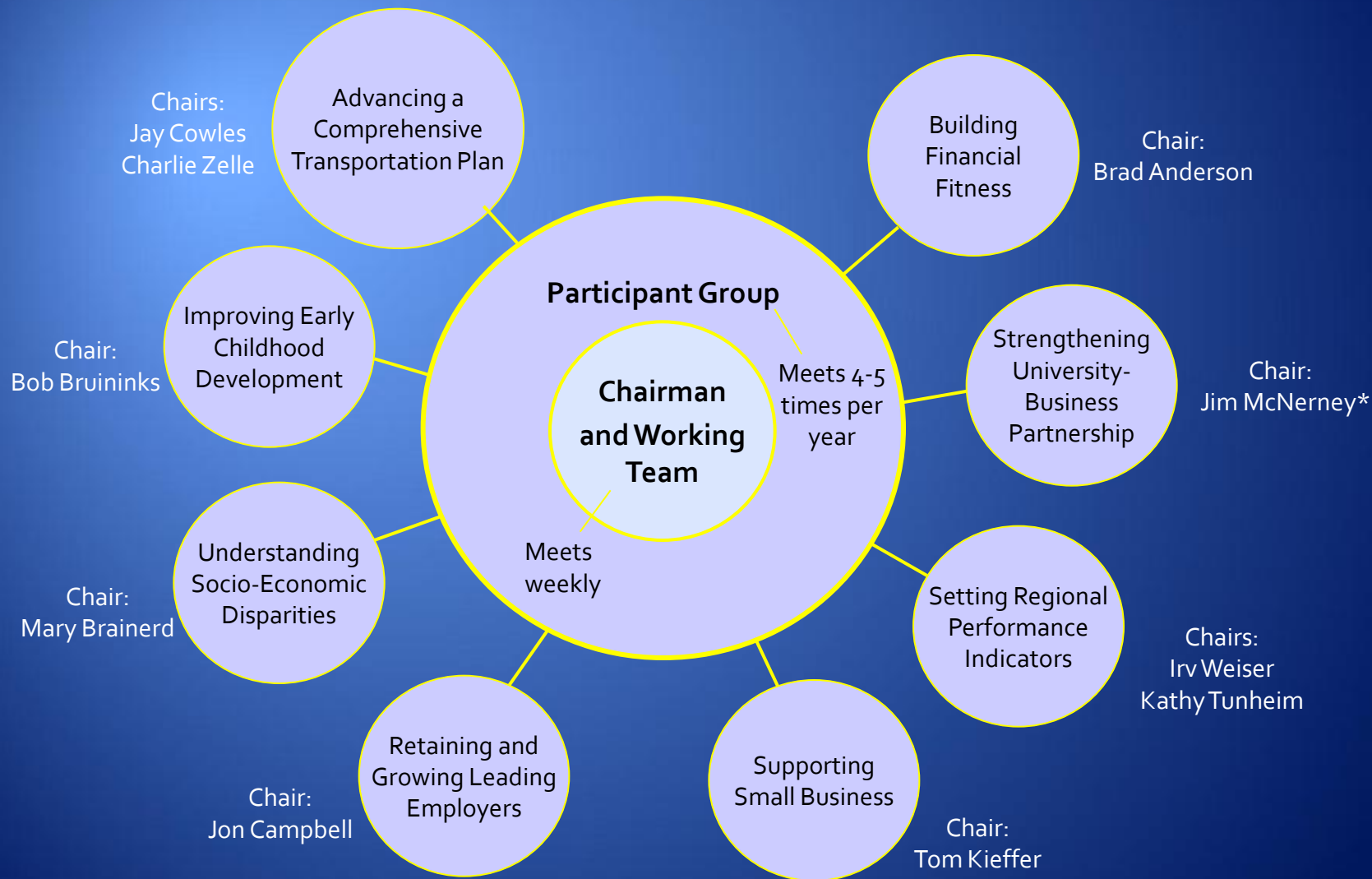
- 1 Build understanding of critical civic issues within business community
- 2 Catalyze and coordinate business leadership to address these issues
- 3 Create strong and active partnerships between the business community and others to improve the region
- 4 Maintain engagement through well-coordinated action and demonstrated results

Approach

- ◆ **Virtual organization:** Not become "yet another organization"
- ◆ **Broad civic agenda:** Working beyond the bounds of business self interest

Itasca has touched many areas in six years

Historic Itasca Efforts



* While CEO of 3M

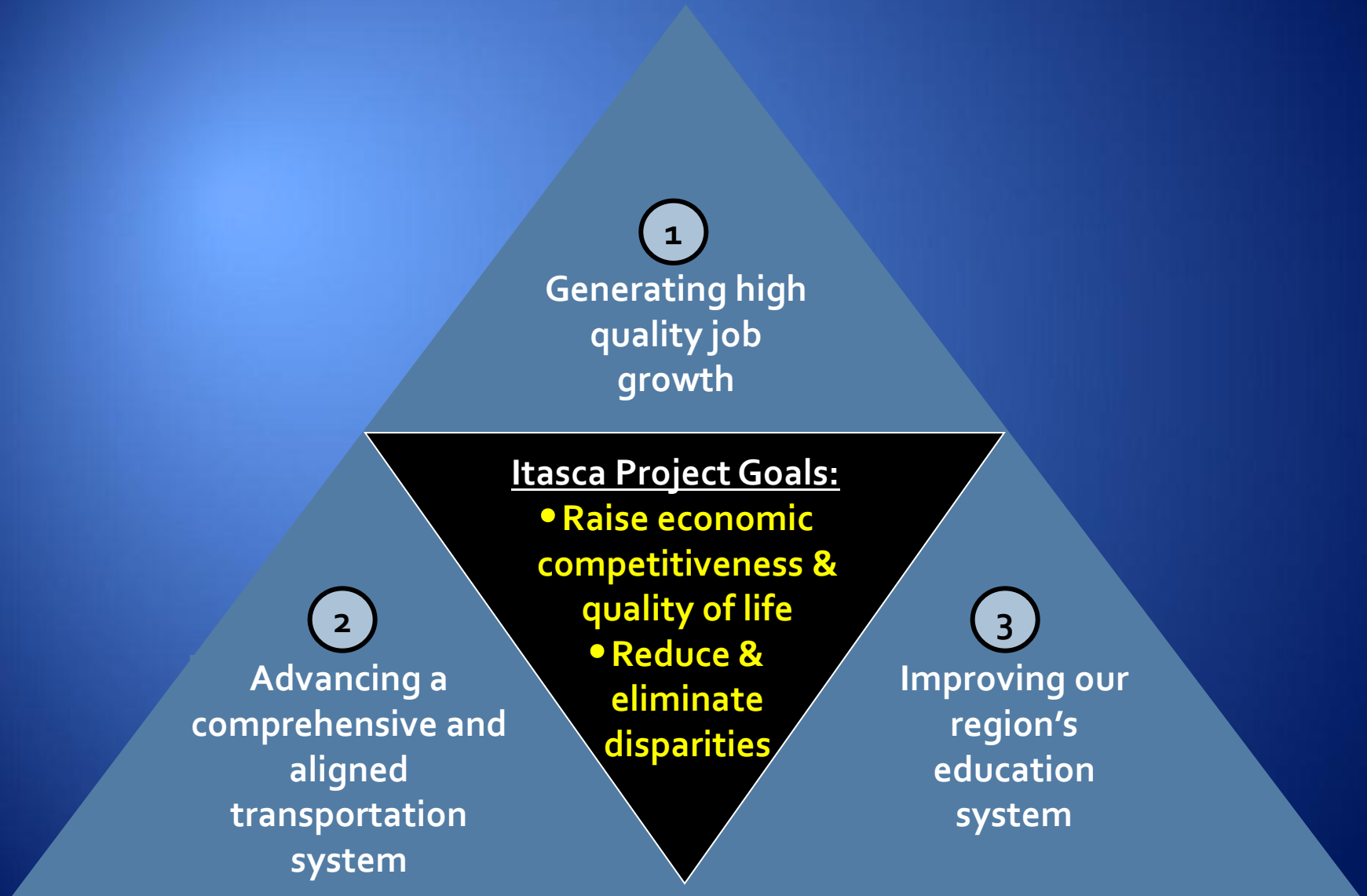
A set of guiding principles holds true for each project

- ◆ Facts first
- ◆ Limited agenda
- ◆ Unique contribution
- ◆ CEO commitment
- ◆ Collaboration is key
- ◆ Minimal structure

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Itasca Project Priorities



Education

- ◆ Partner in the **Minneapolis Futures Initiative**, a business-foundation effort focused on closing the gaps between Minnesota schools and international top-performers
- ◆ Key supporter of **Minneapolis Public Schools**
 - ◆ Stakeholder in the development of the MPS Strategic Plan
 - ◆ Continue to fund special advisor to the superintendant who is focused on implementing plan
- ◆ Partnering with other community leaders to launch **MinnCAN**, a state-wide educational advocacy effort



Transportation



- ◆ Near-term focus on:
 - ◆ Enhancing collaboration for planning agencies
 - ◆ Requiring performance measurement, transparency and accountability
 - ◆ Identifying and supporting predictable and sustainable revenue sources for transportation
 - ◆ Increasing innovation in transportation system

Job Growth



- ◆ New initiative
- ◆ Completed thorough assessment of region's strengths, capabilities and challenges
- ◆ Identified 2 strategic platforms
 1. Stimulate small business growth by increasing connectivity between research institutions , small, medium and large size companies
 2. Launch a regional economic development partnership

Austin is a key benchmark region!

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Wins!

- ◆ Socio-Economic Disparities Awareness
- ◆ Twin City Compass
- ◆ Minneapolis Public School's Strategic Plan
- ◆ Light Rail Transit
- ◆ Financially Fit Minnesota

Learnings

- ◆ “Focus on the facts” has built credibility across stakeholder groups
- ◆ Private sector leadership at the table can be a critical catalyst to drive change
- ◆ Focus on role of catalyst and not operator
- ◆ A community of like-minded regional leaders has been as powerful as the formal initiatives

Looking Forward

- ◆ Legacies have been left for the region
- ◆ The question of Itasca's relevancy is addressed by members each year
- ◆ Initiatives are becoming increasingly sustainable in nature