

# Theme and Summary Statement Worksheet

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## Sub-Topic: Economic Development

Group members were asked to review the ideas that relate to the sub-topic to identify emerging themes. A theme is a recurring idea or topic. A theme is not a full-fledged concept, it should be expressed in three words or less. Themes should be true to the ideas generated by the public.

After group members reviewed the ideas, the group had a conversation on the emerging themes captured in the ideas. The themes agreed upon by the group are in the space below.

### Themes

Three broad areas of interest were identified in the ideas expressed by citizens—they were generally defined as topics related to attraction, retention, and growth / start up of business. If these 3 areas were graphically represented on a chart, these would be rows and several other themes would be the columns of that chart. Those themes include—establishing a business-friendly climate, regional/economic partnerships, the kinds of jobs we want to attract, the retail sector, local ownership of business / home office and reciprocal business relationships. This description is expressed graphically on the next sheet. For questions, call me. Submitted by Mark Farnen.  
[Ideas were submitted in chart form including the following: attract, retain, grow; small v. large; existing v. new; external v. internal; climate, airport (crossed out?), farmers' market, partnerships, incentives, retail.]

### Summary Statement

If time permitted, the group answered the following question to distill the ideas and themes into a summary statement, if not, this will be completed during Citizen Topic Group Meeting #2. The group should review the themes listed above and think back to the ideas generated by the public. Consider what Columbia will be like in the future if the outcomes the themes imply become a reality. An example is provided below.

**Sample Sub-topic:** *Space travel*

**Themes identified by the group:** *speed of light, comfortable, Mars, the moon, inexpensive, science experiments.*

**Summary statement:** *In the future, space travel will be fast, affordable, available to multiple destinations, and contribute to a greater understanding of the science and nature of our galaxy.*

Notice that the sub-topic and themes are captured in the summary statement.

**If the community's vision for the future becomes a reality, what will our sub-topic be like in Columbia?**

# Theme and Summary Statement Worksheet

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## Sub-Topic: Airport

Group members were asked to review the ideas that relate to the sub-topic to identify emerging themes. A theme is a recurring idea or topic. A theme is not a full-fledged concept, it should be expressed in three words or less. Themes should be true to the ideas generated by the public.

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### Themes

“Connectivity” is most important. Total time and cost is all that matters. Better “hubs” must be utilized.  
Attract choice airlines through pre-paid tickets from organizations with relatively large travel budgets. Emphasize “regional” capacity of airport.  
Facility operates at below breakeven. Loss should be minimized, even if operations need to be reduced; but preferably more revenue can be attracted through improved service.

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Notice that the sub-topic and themes are captured in the summary statement.

## If the community’s vision for the future becomes a reality, what will our sub-topic be like in Columbia?

In the future it will be possible to fly out of Columbia and save time, money, and be more efficient.

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## Sub-Topic: Jobs and Job Training

Group members were asked to review the ideas that relate to the sub-topic to identify emerging themes. A theme is a recurring idea or topic. A theme is not a full-fledged concept, it should be expressed in three words or less. Themes should be true to the ideas generated by the public.

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### Themes

Pay issues and living wage  
Type of work-service, labor, tech, manufacturing  
Quantity of jobs—more jobs  
Targeted training  
Benefits

## Summary Statement

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**Summary statement:** *In the future, space travel will be fast, affordable, available to multiple destinations, and contribute to a greater understanding of the science and nature of our galaxy.*

Notice that the sub-topic and themes are captured in the summary statement.

## If the community's vision for the future becomes a reality, what will our sub-topic be like in Columbia?

In the future, Columbia will have an employment base that is trained and qualified to work in a variety of industries. Employees will provide “decent” wages with benefits that provide opportunities for professional development, further educations, good health, and quality of life.

# Theme and Summary Statement Worksheet

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## Sub-Topic: Science and Technology

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After group members reviewed the ideas, the group had a conversation on the emerging themes captured in the ideas. The themes agreed upon by the group are in the space below.

### Themes

Leverage and communicate our existing and emerging technologies / scientific assets
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## Summary Statement

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**Sample Sub-topic:** *Space travel*

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