

Michigan Higher Education Land Policy (MIHELP) Consortium



The Impact of Mindset on the Economic Performance of Places

April 8, 2010

11:30 AM to 1:30 AM

315 Human Ecology

Michigan State University



MIHELP

REINVENTING PROSPEROUS PLACES SEMINAR SERIES

- Highlight recent research that can inform policy makers today.
- Focus the work of researchers at four Michigan universities on what it will take to turn Michigan places around.
- Outline the direction of tomorrow's research, outreach and curriculum development.
- Link the research, policy, stakeholder and funding community around ideas to reinvent Michigan Places.

MIHELP

- Network of university researchers involved in metropolitan policy research and outreach .
 - Michigan State University.
 - Grand Valley State University.
 - University of Michigan.
 - Wayne State University.
- Coordinated by the Land Policy Institute.
- Start-up funding provided by the W.K. Kellogg Foundation.
- Addresses pressing issues facing metropolitan places.
- Connects policy-relevant research with decision makers through seminars, publications and teaching future academics and leaders.



Last Time

- *Models of Sustainable Growth and the Economic Impacts*, with Norman Christopher, Dr. Laura Reese and Dr. Soji Adelaja
- Presentations posted on www.mihelp.org.

The Impact of Mindset on the Economic Performance of Places

- Dr. Raymond De Young—Facilitating Behavior Change: Role of Social Mindset and Individual World-View.
- Dr. John Schweitzer MSU—Neighborhood Social Capital Measures and Behavior Change.

Mindset Issues

- **Mindset:** “1 : a mental attitude or inclination 2 : a fixed state of mind.” Merriam-Webster Online Dictionary.
- The Wikipedia definition for mindset, honed by many contributors, *is that in decision theory and general systems theory, mindset refers to a set of assumptions, methods or notations held by one or more people or groups of people which is so established that it creates a powerful incentive within these people or groups to continue to adopt or accept prior behaviors.*

Mindset Issues

- Parochialism.
- Lack of strategic thinking:
 - Inertia of old approaches.
 - Lack of cooperation.
 - Poor recognition of relationship to rest of planet.
- Throw-away mentality:
 - Things.
 - Places.
 - People.
- Entrenched and harmful value systems:
 - Poor recognition of critical issues.
 - Lack of appreciation for uniqueness.
 - Us vs. them.
- Lack of forward thinking.

Mindset Issues

- Recognition among some leaders that mindset is holding back economic, social and environmental progress.
- Many leaders not effective in overcoming it for good of society.
- Many leaders adept at utilizing mindset barriers for anti-progressive agendas.
- Carol Colletta, CEO for Cities and Smart City Radio: *“Culture trumps policy any day.”*

Dr. Raymond De Young, UM—Facilitating Behavior Change.

- Associate Professor of Environmental Psychology and Planning in the School of Natural Resources and the Environment at the University of Michigan.
- PhD in Urban, Technological and Environmental Planning, University of Michigan.
- His teaching and research focus on three interrelated themes:
 - Planning for foundational sustainability by transitioning to the local.
 - Motivating environmental stewardship by drawing on older forms of motivation including intrinsic satisfactions and human fascination with competence.
 - Maintaining human wellness by using nature, tranquility and activity as medicine.
- His work is motivated by a realization that to continue to thrive on this finite planet we must reduce greenhouse gas emissions, and likely material and energy consumption, by over 80%, and do so, most likely, by mid-century. This transition is crucial and overdue but it will be hard. Since burned out people can neither heal the planet nor live sustainably, they too must be healed and supported.



Dr. Raymond De Young, UM—Facilitating Behavior Change.

- Completing the book with Tom Princen, *Localization: A Transition Reader: Adapting to a World with Less Material, More Time, Better Food*
- De Young, R. 2000 *Expanding and evaluating motives for environmentally responsible behavior. In Zelezny, L. and P. W. Schultz [Eds.] Promoting Environmentalism. Journal of Social Issues. 56: 509-526.*
- De Young, R. 1996. *Some psychological aspects of a reduced consumption lifestyle: The role of intrinsic satisfaction and competence. Environment and Behavior. 28:358-409.*
- De Young, R. and M. Monroe. 1996. *Some fundamentals of engaging stories. Environmental Education Research. 2:171-187.*
- Kearney, A. R. and R. De Young. 1995. *A knowledge based intervention for promoting ride sharing. Environment and Behavior. 27:650-678.*
- De Young, R. 1993. *Changing behavior and making it stick: The conceptualization and management of conservation behavior. Environment and Behavior. 25: 485-505.*
- De Young, R. and S. Kaplan. 1988. *On averting the tragedy of the commons. Environmental Management. 12: 283-293.*



Dr. John Schweitzer MSU–Neighborhood Social Capital Measures and Behavior Change

- Professor, MSU Center for Community and Economic Development. Adjunct Professor in National Collaborative for the Study of University Engagement and in School of Planning, Design and Construction.
- Fulbright lecturer in Singapore.
- Consultant/evaluator for numerous city, state, and federal agencies.
- Teaches a variety of courses in statistics, research methodology, educational measurement, and program evaluation.
- Served on doctoral and master's committees for over 100 graduate students in 21 different departments at MSU, and informally assisted a similar number of graduate students with various aspects of their research.



Dr. John Schweitzer MSU–Neighborhood Social Capital Measures and Behavior Change

- Studies the impact and effectiveness of educational and social programs and policies.
- Research interests include measurement, study, and strengthening of the sense of community of residents in urban neighborhoods to promote empowerment and pro-social behaviors such as voting, recycling, volunteering, and participation in community-based organizations.
- Current projects include:
 - Evaluation of an effort to stimulate the knowledge economy in upper Michigan.
 - Outreach and engagement in tenure and promotion
 - Impact of the involvement in arts and crafts activities on subsequent professional creativity.



Chat (Q & A)

- Type in box below screen. Ask at any time!
- We will try to answer as many as possible and will break to address questions.
- Presentations will be recorded, and posted on the websites for MIHELP: www.mihelp.org, and the Land Policy Institute: www.landpolicy.msu.edu.
- PowerPoints will also be posted on those websites.



APRIL 23, 2010 | MSU KELLOGG CENTER | EAST LANSING, MI

new decade, new strategies, new economy



Join the conversation
about Michigan's future

2010 MICHIGAN LAND&PROSPERITY SUMMIT

save the date

Friday, April 23, 2010
MSU Kellogg Hotel & Conference Center
East Lansing, Michigan
www.2010michsummit.org
summit@landpolicy.msu.edu



Next Seminar

- *April 15, 2010: Topic: Knowledge Infrastructure Models, Policies, Strategies and Economic Impact (from MSU 315 Human Ecology)*
 - Dr. Soji Adelaja—Talent and the Creative Class.
 - Dr. Mark Wilson, MSU SPDC
 - Dr. Rich Jelier, GVSU—Policy Support for Knowledge Infrastructure: Comparing Australia and the United States.

THANKS!

- Thank you for attending today.
- Please tell colleagues you think would like to attend future sessions.
- It will be important to move research, outreach and education forward on each of these topics, and we look for faculty leaders to help drive that work. Please contact: Dr. John Warbach, Associate Director, Land Policy Institute, MSU: warbach@msu.edu, or if you seek more information about MIHELP.

