



Leadership Texarkana's goal is to provide a unifying voice of vision and common focus, based on ***citizen input from decades past through the present***, as a means of engaging all leaders and citizens throughout the Texarkana area in owning their part in creating our best future.

The community vision here—and the community values and dreams—have been drawn from the voluminous community input from many past decades of visioning and goal-setting exercises by the community, desires which are validated annually by diverse groups of area citizens from throughout the area, including those defining their Ideal Texarkana as part of the Leadership Texarkana program each year.

Adopted by the Leadership Texarkana Board of Directors on March 18, 2014, as part of LIFT: The Leadership Initiative for Texarkana.

A FOCUS FOR OUR FUTURE:

The Community's Long-Expressed* Vision for

TEXARKANA USA:

***as a thriving center for education,
business and culture
which attracts and serves us all.***

A community that's not only

ONE OF A KIND but also SECOND TO NONE

Enduring Community Values

Over the decades, the pictures of the IDEAL TEXARKANA painted by the community's citizens have consistently reflected enduring community VALUES of Excellence, Pride, Progress and Working Together.

In particular they have focused on:

- **A Culture of Excellence and Working Smart**
- **Educational Excellence**
- **Cultural Riches**
- **Pride of Place**
- **Economic, Social and Personal Well-being**

Although the details have varied slightly over the decades, the dreams for OUR COMMUNITY'S BEST FUTURE have focused consistently on these same enduring community values.

These values reflect the KEY AREAS where citizens want to see RESULTS.

WHAT DO CITIZENS SAY THEY WANT?

**As consistently expressed for decades,
Texarkanians value and want to see PROGRESS and RESULTS around...**

A CULTURE OF WORKING SMART FOR EXCELLENCE

...with results citizens desire including

- 1: *Working together where there is benefit to all—communicating, coordinating and cooperating—to face common obstacles or opportunities. Developing and implementing coordinated plans to achieve outcomes we want.*
- 2: *Investing time and money in maintaining, growing and capitalizing on our economic and cultural assets.*
- 3: *Working smart with a long view, even if it requires current sacrifice.*
- 4: *Developing value equal to and beyond other communities our size—from connectivity, to communications, creativity, sustainable infrastructure and resources, quality of life. Seeking out best practices; fostering local innovations*

EDUCATIONAL RICHES

...with results citizens desire including:

- 1: *Excellence in area schools and higher education which equips graduates for the workforce we need now - as well as one we can only imagine, with capacities flexible enough to be valued in any position.*
- 2: *Educational opportunities which develop our local creative and innovative potential.*
- 3: *Education which yields citizens with the knowledge, skills and attitudes we identify as being critical to our community's future, i.e., civil, innovative, engaged.*
- 4: *Citizens of the region who pursue education from preschool through completion of secondary and post-secondary education.*

CULTURAL RICHES

...with results citizens desire including:

- 1: *Maximizing the potential of our cultural resources for connecting and growing our community and the people who live here,*
- 2: *Growing our creative community.*
- 3: *Developing a vibrant downtown that reflects our history, with modern conveniences and attractions*
- 4: *Ensuring community-supported funding to sustain our historic buildings, to restore and preserve historical landmarks.*
- 5: *Events and performances year-round which serve and appeal to diverse audiences of all ages.*

PRIDE OF PLACE from beauty

...with results citizens desire including:

- 1: *Corridors of Texarkana which are places of both natural and planned beauty and cleanliness, that tell those who pass through Texarkana that we take pride in our community, and that we are smart enough to know it matters.*
- 2: *A commitment to beauty, urban integrity (vs. decay) and cleanliness throughout the community that instills pride, minimizes crime, and enhances safety, personal and economic well-being.*
- 3: *Public policies, code enforcement and priorities which foster beauty and pride.*
- 4: *Community support for green spaces and assets that foster citizen affection for place.*

PRIDE OF PLACE from knowing

...with results citizens desire including:

- 1: *Citizens of our regional community are proud of what we are and what we offer because they know about it.*
- 2: *Citizens support the opportunities and activities offered throughout the region today, they take advantage of them and champion them to others, because they know about them.*
- 3: *Citizens know and celebrate our unique heritage, as manifested in our downtown and beyond.*
- 4: *Citizens recognize and value our commitment to service, generosity and care for one another.*

ECONOMIC, SOCIAL AND PERSONAL WELL-BEING:

...with results citizens desire including:

All these outcomes, which communicate to all that we work smart, that we plan for the future, and that we care about our community.

As a thriving center for education, business and culture, we attract and serve all ages and industries.

***We succeed because we are a community full of citizens
WORKING TOGETHER, with unifying focus and vision
for our community's best future.***



FOCUS FOR OUR FUTURE: MOVING FROM TALK TO ACTION

We who live in the greater Texarkana area share a common interest in the well-being of our community, both for ourselves now, and as a legacy for those who come after us—our children. The Texarkana area community has always cared about excellence and achieves it when individuals and groups are working together with common purpose for some common good.

Crisis brings out our our best, but our more usual habit is to work in relative isolation, without coordinating our efforts and resources. As a result, our community too often is not working at full potential.

On many fronts, we spin our wheels. As one retiree said: “We are beating the same dead horse we’ve been beating for over forty years.”

How much more effective will we be in maximizing our resources and our potential...

- IF - As a whole community we share a common picture of our desired future?
- IF - we commit to WORKING SMART to move the community forward?

Our desire is to create a leadership culture that is about the whole of Texarkana USA. One that brings common focus to leaders from all sectors of our community,

- PUBLIC (city government, county government, schools),
- PRIVATE (Chamber of Commerce leaders, businessowners, individuals)
- INDEPENDENT (social sector and non-profit leaders)
- MEDIA (both traditional and social)

EACH sector and citizen has its unique ROLES and RESPONSIBILITIES to play. And for success, citizens in each sector must decide to OWN their own piece of the possibilities, stepping up as leaders, because it will require the efforts of everyone.

If we are to succeed, we must work from common purpose, so that we might intentionally and creatively develop the unique resources of Texarkana USA to attract and serve us all.

***We succeed because we are a community full of citizens
WORKING TOGETHER, with unifying focus and vision
for our community’s best future.***