

Community Development Must



Understanding The Community

- Gaining a idea of strengths and weakness before doing the assessment
- Capturing unspoken norms, rules if people are angry about a particular issue your information may show an event in the community's history that explains their feelings.
- Being familiar enough with the community to communicate in an intelligent manner with its residents

Identify Community Assets

- It is the building block of community improvement.
- It gives control to the people of the community.
- It gives everyone a better understanding of the community.
- It gives people the belief that they can solve their problems from within.

Community Engagement

- Builds trust in organizations and governance
- Brings together people from different backgrounds. In many cases they find they have more things in common than not.
- Creates more effective solutions.
- Improves citizens knowledge and problem solving skills. They can see an issue from multiple side of a challenge.

Building Leadership Capacity

- Insures continuity and sustainability.
- Brings in fresh ideas
- Ensures all segments of the community are represented.

Do A SWOT Analysis

- Explores possibilities for a new solution to a problem.
- Make decisions to determine your best path forward.
- Determine where change is possible
- Gives you the opportunity to change mid-course(there are some things beyond your control.

Develop Strategic Alternatives

- It allows feasibility
- It allows best plan
- It allows you to plan for the unexpected

Execute Most Viable Strategy

- Leads to greater action & success

Assign Roles

- Clarifies roles
- Leads to less confusion
- Provides accountability

Group Follow-up

- Addresses any outside changes
- Addresses any challenges there maybe to plan of action.
- Early in the process set up meetings once a quarter to measure progress and discuss any challenges.

Community Development Websites

- University of Kansas Community Tool Box
<https://ctb.ku.edu/en>
- DePaul Asset-Based Community Development
<https://ctb.ku.edu/en>

University of North Carolina School of Gov.

<https://www.sog.unc.edu/resources/microsites/case-studies-small-town-development#:~:text=The%20Small%20Towns%2C%20Big%20Ideas,approaches%20to%20community%20economic%20development.>

Community Development Sites

- LED Community Development Toolkit

<https://www.opportunitylouisiana.gov/community-competitiveness/community-development-toolkit>

- Main Street Program

<https://www.mainstreet.org/home>

- Ohio Planning

https://ohioplanning.org/aws/APAOH/asset_manager/get_file/525501?ver=1

Case Studies

- In the case studies we will identify the following
- Building Capacity from within-Linked Community Assets.
- Threats and Challenges
- Seeing Opportunity
- Insight

Morrilton Arkansas Background

- 50 Miles West of Little Rock
- Close Proximity To I-40
- Known as a textile and manufacturing City
- Had a major plant closure in 1985 unemployment jumped to 18% then leveled off to 6% in 1990.
- In 1999 two major employers closed their doors resulting in a loss of 1,060 jobs 40 % of the City's workforce.
- City officials saw the potential of the closures a year earlier as the company was downsizing its operations.

Houston Minnesota Background

- Rural Community in SE Minnesota near the Wisconsin Border
- Farming Community
- Excellent Schools
- Struggling to offer a broad curriculum
- Goal was to offer an online platform to students
- Houston had less than 75% of its residence connected.

Douglas Georgia

- Community in deep Southern Georgia
- Largely Agricultural Community Poultry Industry accounts for \$75 Million in payroll and employs 2,000 People.
- Looking to diversify through Industrial Development, Entrepreneurship and Leadership Development .
- Passed an Economic Development Tax that generates \$400,000 in revenue.