Learning Objectives: You Will:

• Understand community development as a process.
• Recognize key elements of the community development process.
• Develop new skills for identifying and addressing community issues and opportunities
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Putting It Together
How did we define community development?
Community Development?

- **Process** of creating change in a community.
Community Development?

- **Process** of creating change in a community.
- Planned and organized **process** through which people and communities learn how they can help themselves.
Community Development?

- **Process** of creating change in a community.
- Planned and organized **process** through which people and communities learn how they can help themselves.
- **Process** through which people and communities acquire the skills, attitudes and abilities for active participation.
  - Creating meaningful future
  - Dealing with community issues
What is the Operative Word?
Community Development Process

- Community Interaction
- Community Action
- Community Development
Community Development Process

What does this slide suggest to you?

- Community Interaction
- Community Action
- Community Development
Community Development Process

- Without community action, there is no community development.
- Without community interaction or engagement, there is no community action.
- Without community interaction, there is no community development.
- The process begins with social interaction.
Community Development Process

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- Without community interaction or engagement, there is no community action.
- Without community interaction, there is no community development.
- **The process begins with social interaction.**
Community Development Process

Without community interaction, there is no community development. This is where it all starts.
Communities Are Complex:

“The community is an arena of both turbulence and cohesion, or order and disarray, of self-seeking and community-oriented interaction; and it manifests its dualities simultaneously”

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Community Development Process

• The downside to relationship between community engagement and community development is …
  – Individuals and organizations can either encourage or block community action.
  – By blocking community action, individuals and organizations can block community development.

challenge
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5 Key Elements in the CD Process

- Knowing your community
- Identifying local issues and opportunities
- Community engagement
- Mobilizing resources
- Making it happen
Know Your Community

• Already you have learned about the big picture:
  ✓ Community development and demographics and economic landscape
  ✓ Situational analyses – issues and opportunities
  ✓ Tools and data

➢ Action: community engagement
Importance of Engagement

“Effective community change requires direct involvement in civic engagement, publically acknowledged work that produces desired community outcomes”

Why Aren’t Community Members Engaged?

– Don’t have time for involvement?
– No interest?
– Don’t know how?
– Not asked?
– Don’t have skills?
– No community volunteers needed?
– Help not accepted?

* Data from Iowa Small Towns Project (2014)
Why Aren’t Community Members Engaged?

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To Increase Community Engagement

- **Ask** community members to get involved
- Know that you have **networks and relationships** that you can access
- Recognize that most work in communities takes place in small groups – learn how small groups work
Group Exercise: Networks

• What are some social networks with which you are familiar?

• Six Degrees of Kevin Bacon Game
  – Who is Kevin Bacon?
  – Premise of game: connecting to anyone in the world in six steps or “degrees of separation”
Group Exercise: Networks

• In this exercise, you will draw a network – connecting with a “celebrity”

• You will show how you can expand your network through this training – connecting to each other
Example

DT → BP* → Bobby Charles → Bob Dylan → Willie Nelson
Instructions: Part I

- Sit at a table with people you don’t know well.
- Working silently, think of a “celebrity”.
- Draw your connection to that “celebrity”.
- Once everyone at your table has finished, share your networks with your table.
- Who are you connected with now?
- How many steps will it take for you to connect with Willie Nelson?
How Many Steps?

YOU

DT

BP*

Bobby Charles

Bob Dylan

Willie Nelson
Instructions: Part 2

• Everyone stand up
• Look at the large ball of yarn
• Catch the ball of yarn when it comes to you
• Share the ball of yarn with someone else that you’ve met through this workshop.
Discussion

• What did we just do in these 2 exercises?
• What was easy? Why?
• What was difficult? Why?
• How did we connect with others?
• What did these exercises tell us about:
  – Social interaction?
  – Engaging people?
  – Connections to assets in our communities?
Barriers to Social Interaction

• Social interaction critical to community development
• To be effective need to “hear all voices”
• Not always easy
  – Conflict
  – Lack of inclusion
Conflict

- Social interactions not always smooth and harmonious
- Social, economic, cultural, political, environmental issues can create tensions
Conflict

• Conflict is:
  – Predictable social phenomenon
  – Most of us find it uncomfortable
  – Should be channeled to useful purposes
  – Point is not to eliminate conflict, but to use it

• An example relative to community engagement?
Conflict

• Conflict is:
  – Predictable social phenomenon
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• An example relative to community engagement? **Community policing**
More Inclusion

- We know we need to do a better job of engaging people – how?
- Mindful of using processes designed to gather input from local residents who may not be comfortable speaking up at meetings – NGT
- Recognize dimensions of diversity (e.g., diversity wheel) and how it can be divisive
- Conflict often caused by differences
Diversity and Conflict

Divisions can cause conflict; how does being more inclusive help to diffuse some differences and help us channel differences to useful purposes?
What effect does diversity have on networking? Think back to your networks.
Diversity and Networking

What effect does diversity have on networking? Think back to your networks.

Diversity can expand networks and access to resources.
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Skills: What Does the Community Engagement Process Look Like?
Strategies to Increase Community Engagement

• Set the stage
  – Assess the community – situational analysis
  – Identify *champions* – who will support you?
  – Identify *cultural guides* – who will help you understand local context?
  – Assess readiness
Strategies to Increase Community Engagement

• Make a plan
  – Bring diverse stakeholders/resources to the table from beginning
  – Create logic model or road map – together.  Why?
Strategies to Increase Community Engagement

- Make it happen
  - Use your road map (logic model)
  - Use action planning processes
  - Recognize that you cannot make plans for others
  - Frequent communications
Strategies to Increase Community Engagement

• Evaluate at different points in time
  – Short term
  – Medium term
  – Long-term

• Include partners/stakeholders

• Revise logic model as needed
Points to Keep in Mind

• Community development process is based on social interaction. Consequently, it can be:
  – Messy
  – Challenging
  – Time consuming
  – Complicated

• But …
Points to Keep in Mind

• Without community interaction, there is no community development

• Where there are issues, there are opportunities
Discussion

- What is your key take-away from this session?
- How important is community engagement to the work you do in Extension?
- What are some of the barriers to community engagement you’ve experienced?
- What could you differently to increase community engagement in your work?
Thank you for your time and participation. Any final questions for the facilitation team?
Resources and References.

Community Development

Community Engagement

Community Leadership
Community Readiness

Facilitation
Arts Based Community Engagement