

Community Development for Extension Professionals: *Frameworks, Case Studies, and Where to Get Started*

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by



A special thank you to the many
other Land-Grant University
Extension Community
Development leaders leading
this effort.



A vertical image on the left side of the slide showing a close-up of wood grain with wavy, concentric patterns in shades of grey and black.

Today's Aim

Building understanding of community development, why it is important, and how Extension professionals can utilize community development to support community resilience.

Agenda

- **Introduction**
- **Building Connections**
- **Defining CD and Discussing Frameworks**
- **Small Group Conversations**
- **Final Tips and Takeaways**



Community Development and Extension Work Team

Creating increased understanding about community development, expanding toolboxes, and building a team of Extension staff familiar with development tools for community resilience.

Goal today: Introduction and Seeding Ideas!



Workshop

NACDEP Preconference:

Community Development 101

HOUSTON, TEXAS | 12:00 - 4:00PM CT

MONDAY, JUNE 17

x x x

x x x

Additional opportunities to learn more

“We learn something from everyone who passes through our lives...Some lessons are painful, some are painless...But all are priceless.”



Seeding Connections

The Power of Building Human Connections

1. Introduce yourselves, your institution, and what is central to your Extension work.
2. As a team, define the word hopeful. (We will ask you to share in the chat your definition.)
3. Share what is making you hopeful right now?

Untroubled presence helps people thrive.



What is Community Development?

And why is it important?

<https://www.menti.com/aljrvz1qpnop>



What comes to mind when you think of community development?

Community Development is Interdisciplinary

Community development work is often complex and can be approached through multiple disciplinary approaches.

Professional fields bring differing philosophies, approaches, and priorities to community change processes, and each can be said to participate in community development.



However, the development of interests within any singular aspect of the community field over time may not address the interests of the entire community





Community Development: CDS, IACD, NACDEP

“Community development is a practice-based profession and an academic discipline that promotes participative democracy, sustainable development, rights, equality, economic opportunity and social justice, through the organization, education and empowerment of people within their communities, whether these be of locality, identity or interest, in urban and rural settings.”



*Restated as an action:
“Community development
is the organization,
education and
empowerment of people
within their communities.”*

*Approached in a way
which promotes
participative democracy,
sustainable development,
rights, equality, economic
opportunity and social
justice.*

Traditional Approaches to Guiding Community Change

Technical Assistance

(professional, technical, social planning):

Connect information, resources, and expertise to community needs and goals. Often led by experts or persons in positions of authority, frequently not from within the community.



Traditional Philosophical Approaches to Guiding Community Change

Self-Help (a.k.a. Locality-driven/ bootstrap development): is an approach that assumes the wisdom and capacity for change is held with the local people. Focus lies in local engagement and leveraging of resources.

Conflict or Social Action: Efforts to push back on existing power structures. Frequently guidance to underrepresented audiences or groups feeling disempowered and seeking to have fair representation.



Robinson Jr, J. W., & Green, G. P. (Eds.). (2011). *Introduction to community development: Theory, practice, and service-learning*. Sage.


Extension Community Engagement

When Extension Engages in community development, what is our role?

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Community engagement is a tool of community development

Just because you are doing community engagement, does not mean you are doing community development.





Frameworks and Core Philosophies

Frameworks

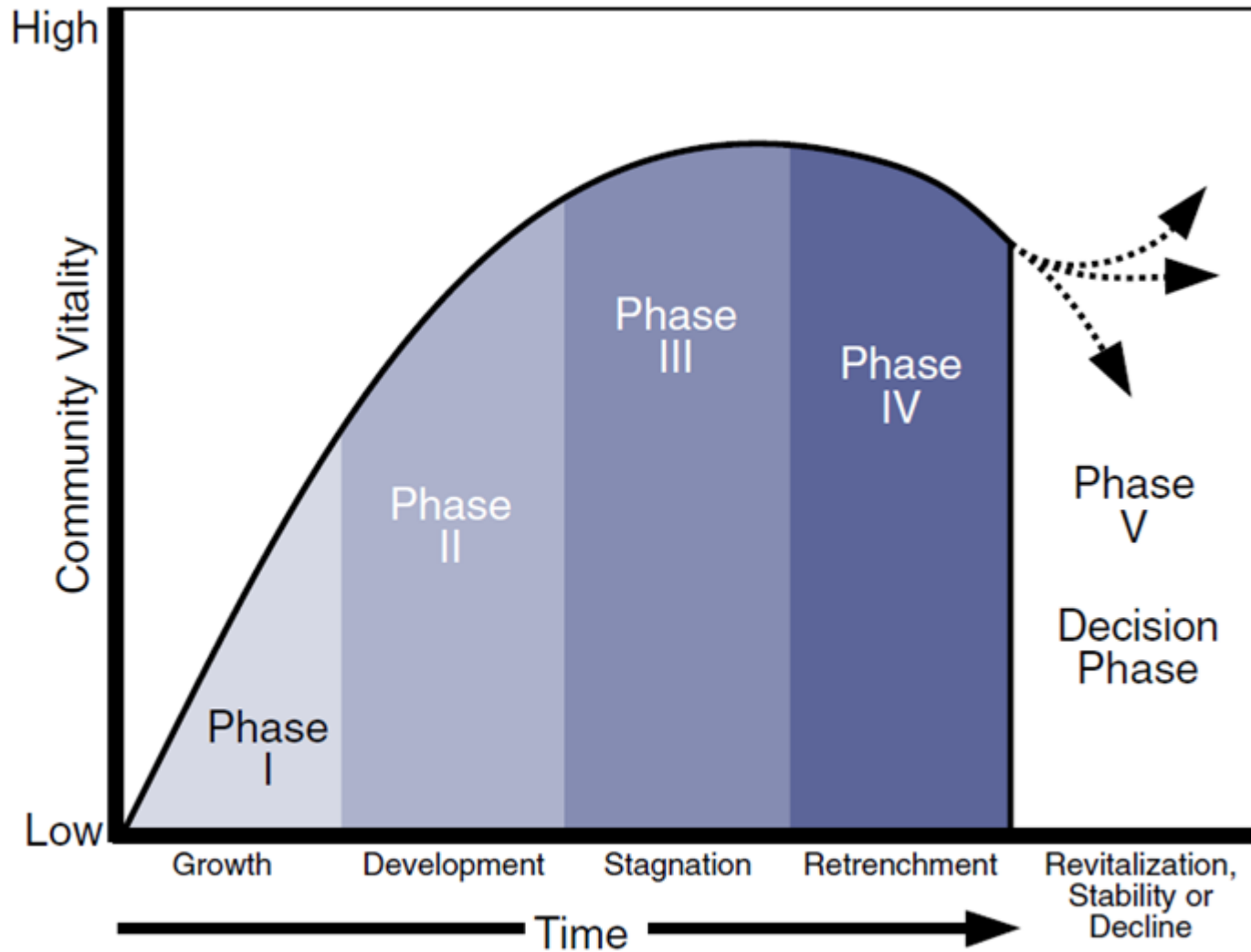


We will present five frameworks that systematically describes Community Development:

1. Community Life Cycle
2. Community Prosperity and Leakages
3. Economic Development Pyramid
4. Total Development Paradigm - the layer cake model
5. Economic Impacts

Next, we will present the social capitals and asset mapping as a strategies to CD

Community Life Cycle



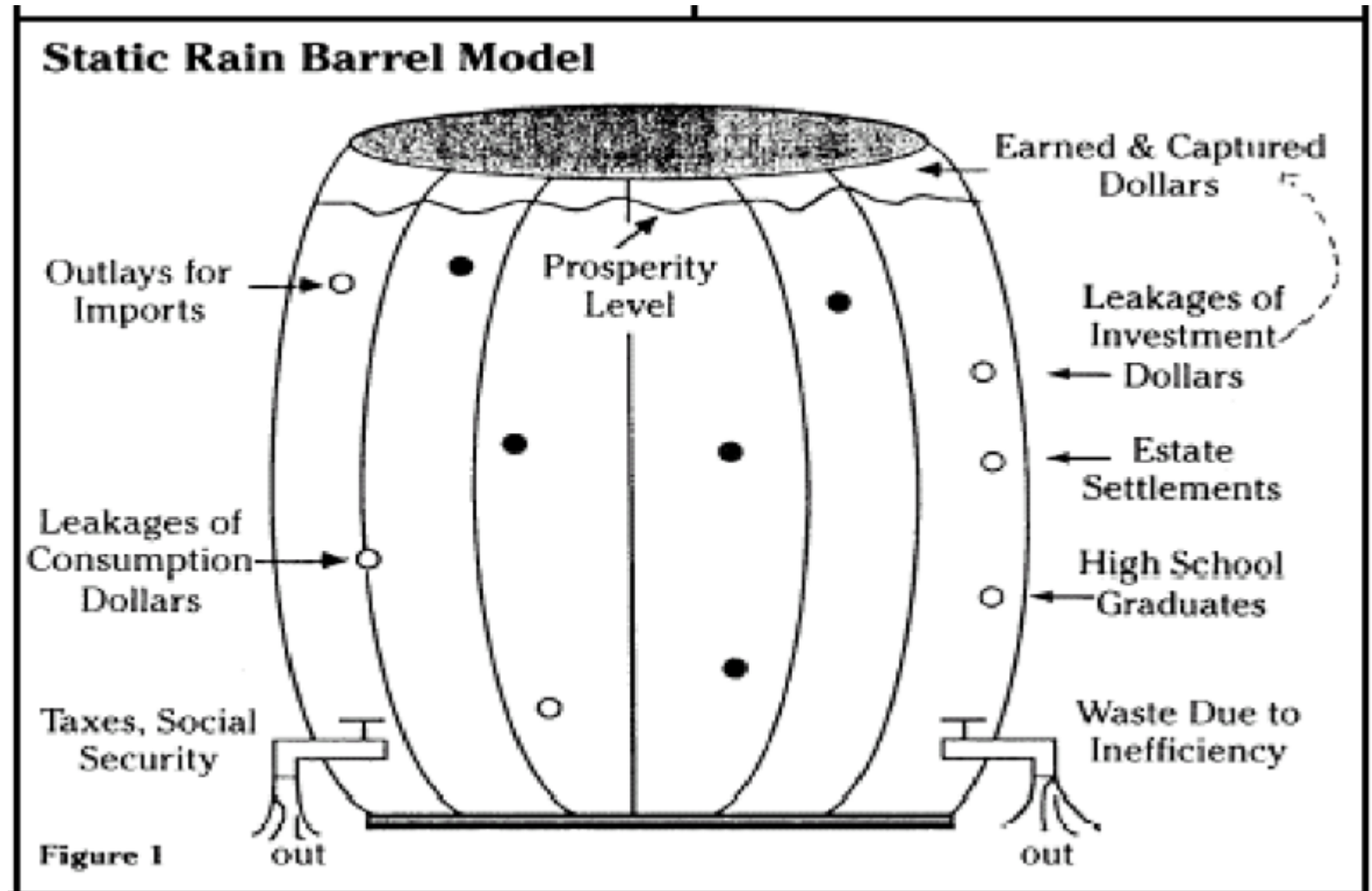
This chart presents community vitality over time

Every community goes through a phase of growth, development, stagnation, retrenchment and a decision phase:

- To revitalize?
- To stabilize?
- Let the community decline?

Static Rain Barrel Model

- The static rain barrel model - prosperity level of a community
- Water level - Earned and captured dollars
- Leakages - population, dollars



Economic Development: Building Communities

5 Economic
Development
Strategies



3 Strong
fundamental
steps

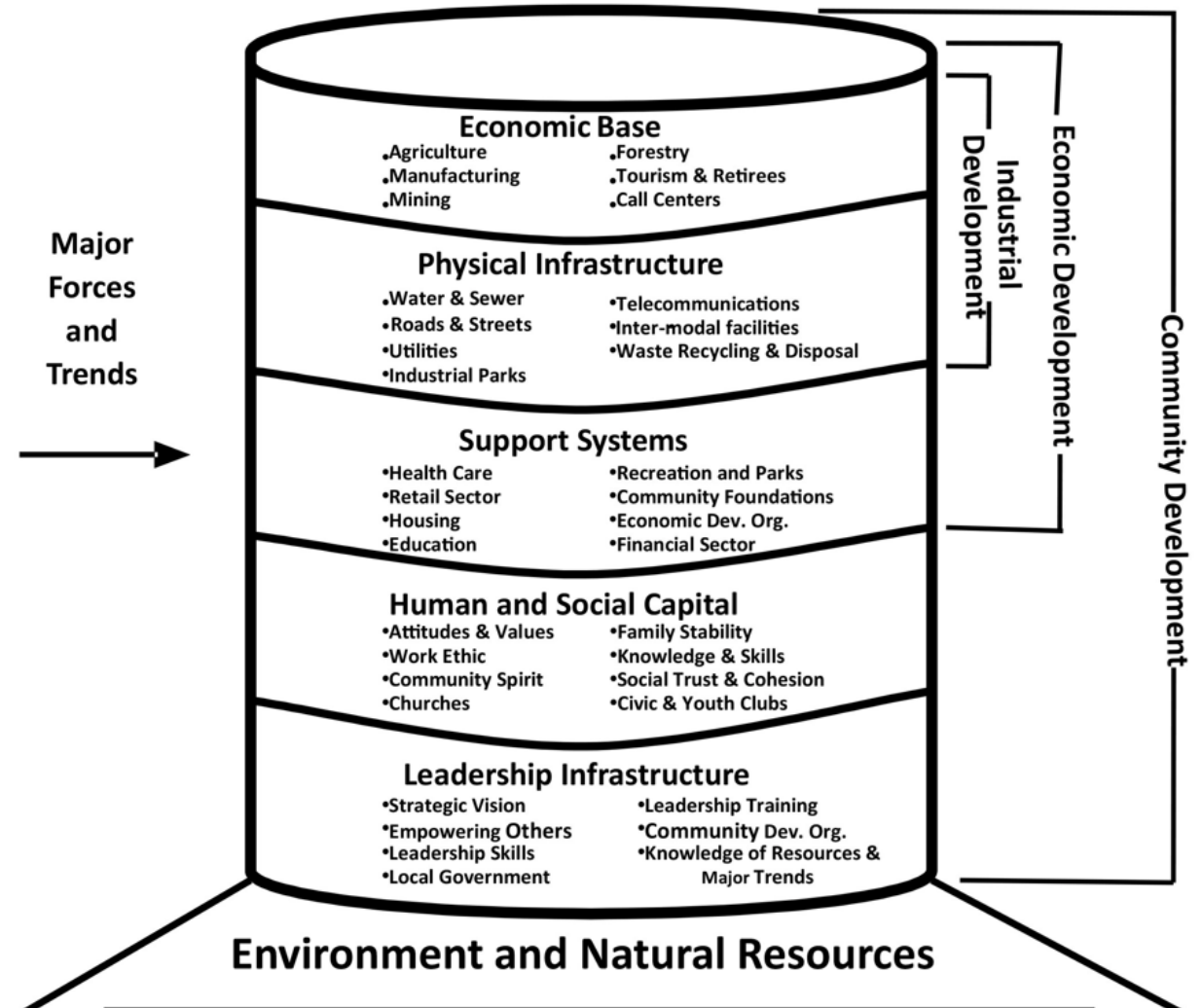
Start at the bottom and work up

Economic Base + Physical Infrastructure = Industrial Development

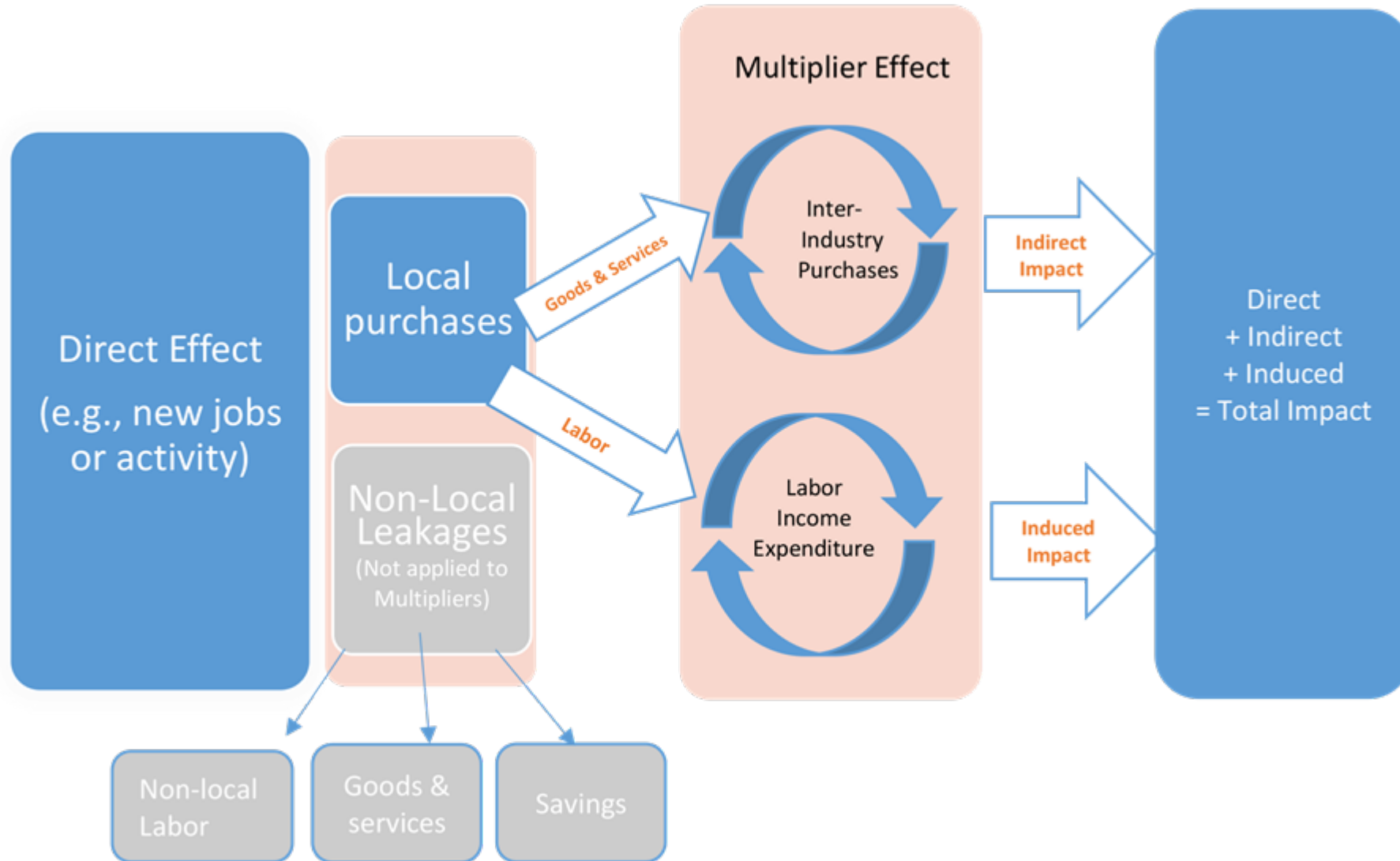
Economic Base + Physical Infrastructure + Support Systems = Economic Development

Economic Base + Physical Infrastructure + Support Systems + Human and Social Capital + Leadership Infrastructure = Community Development

Total Development Paradigm The Layer Cake Model



Economic Impact



A great community creates conditions where people can fall in love. It is a place where we can make a fuss about one another. A place where we can ask, “how did I ever live without you?”

John L. McKnight and Peter Block, *The Abundant Community*

Seven Community Capitals



- Sources: Flora and Flora (2008); Flora, Flora and Fey (2004); Jacobs (2011a, 2011b, 2011c, 2011d); Flage and Hauser-Lindstrom (2007); Emery, Fey and Flora (2006)

Asset Mapping



6 Assets to Connect

**Individual
Skills, Talents,
and Gifts**

Associations

Institutions

Physical Assets

**Economic
Assets**

**Events &
Traditions**

Primary Purpose:



- Reveal and uncover a community's strengths (active and latent), especially its residents and their associational life.
- Develop a sense of action and community pride among participants
- Provide real data for imagining action the community has the power to make
- Guide future relationship building that can further discover and connect assets, creating even more community power.



Tips for Asset Mapping

- Not an action step - will never be “done.” Expansive & iterative.
- No one right way - can take many forms.

Community Development Principles of Good Practice



Source: Community Development Society

- **Co-Learning.** Engage in mutual learning and capacity building among professionals and community members through reflective practice, experiential knowledge, professional development, and scholarship.
- **Collaboration.** Bridge boundaries of place, sector, discipline, identity, and interest to integrate diverse perspectives and resources in shared decision-making and co-creation.
- **Community-Driven Practice.** Center those most directly impacted in the planning, implementation, and evaluation of community initiatives, policies, programs, and research that affect their lives.
- **Community Power.** Respect the ability of community members to develop and sustain a strong self-image, create shared power, and think and do for themselves.
- **Dignity within Diversity.** Practice and foster cultural humility, nonjudgmental listening, and accountability for any harm done.
- **Economic Autonomy.** Strengthen local ownership and stewardship of community assets and wealth building opportunities.
- **Social Justice.** Identify, resist, and dismantle systems of oppression experienced by both historically marginalized groups and emerging social identities.
- **Sustainability.** Practice and foster careful deliberation of the cultural, social, economic, and environmental impacts of actions and inactions over time.



Exploring Case Studies

Current Extension Community Development Priorities

- Building Economically Viable and Resilient Communities
- Renewing Civic Engagement
- Enhancing Community Decision-Making and Governance



Comprehensive Planning in Bourbon County

In 2017 Bourbon County, KY began the process to update their existing comprehensive plan to address new state and federal guidelines and better align it with community developments. The local planning office reached out to Extension and partnered to design strategies to reach out to 20,052 county residents to be included in the planning process.

Community Conversation and Action Series



reIMAGINING RURAL
VIRTUAL COMMUNITY GATHERINGS
Montana State University
Extension



Colorado State University
Extension

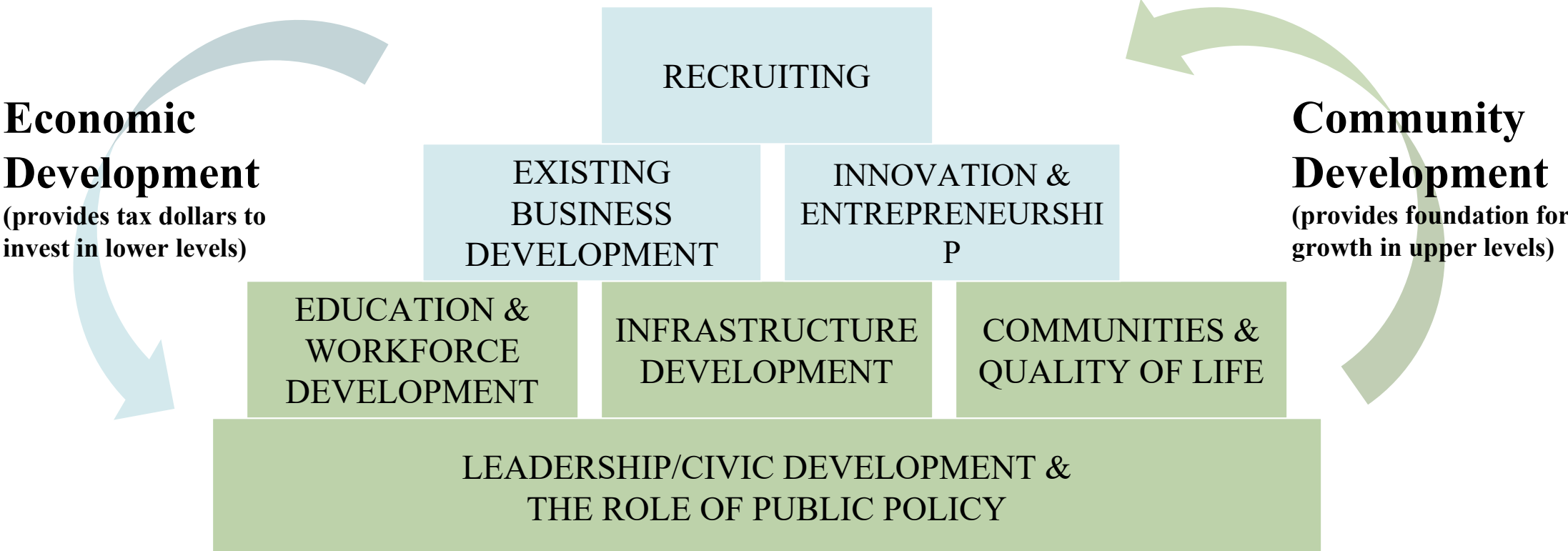
— Community —
Heart & Soul[®]

GOMING
TOGETHER
For Racial Understanding

<https://srdc.msstate.edu/programs/civildialogue>



Cycle of Economic and Community Development

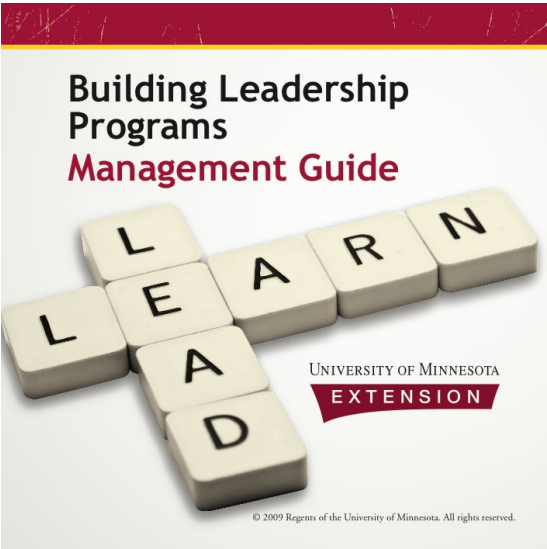


Tom Johnson, 2018

Leadership Development In Extension



University of Wisconsin-Madison Local Government Leadership Academy



Western Extension Leadership Development (WELD)



COMMUNITY LEADERSHIP PROGRAM



Small Group Discussions



1. Introduce yourselves
2. What did you hear during the presentation that got you excited?
3. What does community development look like in your county, state, and/or region?
4. What do you feel are opportunities to grow CD work in your area?
5. What resources do you need to support community development work in your area?

https://jamboard.google.com/d/1afXB_nvBP1uA69BkSTmJPa6Qk4vpKSvdw7Xi5_yxdM/edit?usp=sharing

Small Group Report Outs





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Thank you

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Southern Rural Development Center, <https://srdc.msstate.edu/>