

Community Development Processes

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Questions

- What is “community?”
- What do you consider to be your community?
- Are you part of more than one community?

Two Types of Community

- Community defined by geography
- Community defined by interests

Question

- How do communities develop?

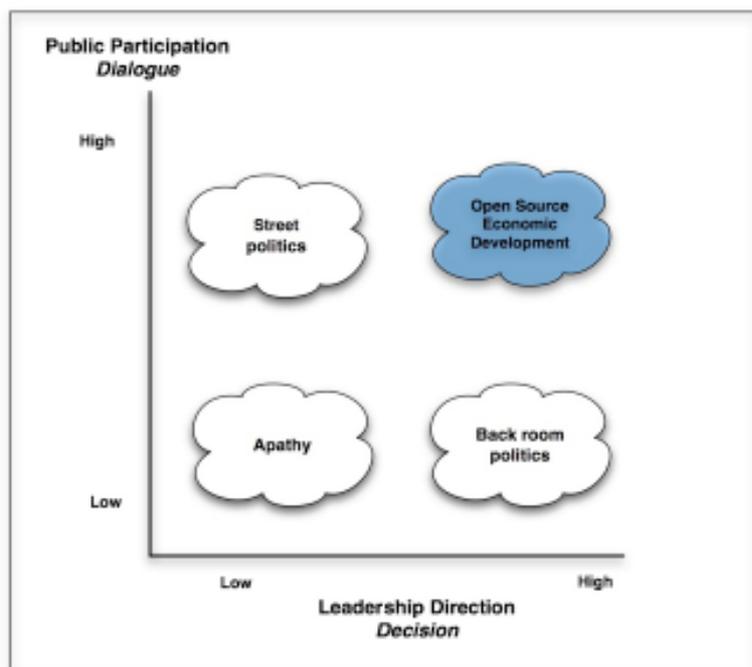
Community Development Processes

- Community development processes can help develop the kind of communities we want.

Questions

Who is “in charge” of your community?

Balance Open Participation with Leadership Direction



- No single person, organization, or institution has all the answers
- No one is in charge
- Mass participation **AND** strong leadership is needed

Community Development Processes

- Community development processes may focus on:
 - A single, one-time event
 - Comprehensive, multi-issue community approach
- Community Leaders are called upon for both approaches.

Process Is Important

There are many factors that contribute to the success of community development initiatives, poor process can lead to only partial success or even outright failure.

- Too many meetings without sufficient progress
- Too few meetings to generate enough support
- Meetings without a clear focus
- Poorly attended meetings
- People who will make the final decision are not involved
- People are unable to find agreement

Types of Community Issues

	Problem	Solution
Type I	Clear	Clear
Type II	Clear	Unclear
Type III	Unclear	Unclear

From Heifetz, R. (1998). *Leadership without Easy Answers*. Belknap Press.

Types of Community Issues

	Problem	Solution	Locus of Control
Type I	Clear	Clear	Expert
Type II	Clear	Unclear	Expert & Non-expert
Type III	Unclear	Unclear	Non-expert

From Heifetz, R. (1998). *Leadership without Easy Answers*. Belknap Press.

Types of Public Problems

Type 1

Fix my pothole!



Question

What Type II and III community issues have you experienced?

- Type II – Clear Problem/Unclear Solution
- Type III – Unclear Problem/Unclear Solution

Two Perspectives

- Looking at what is wrong in the community - liabilities
- Looking at what is right in the community – assets

Asset-Based Community Development (ABCD)

Question

- What assets do you have?
- What assets do you have in your community?

Connecting Assets

- Identifying assets isn't enough
- We need to connect assets
- One way to do that is through “building network.”

Civic Collaboration: Social Network Theory

Social Anthropologist J.A. Barnes coined the term in his 1954, *Class and Committees in a Norwegian Island Parrish*.

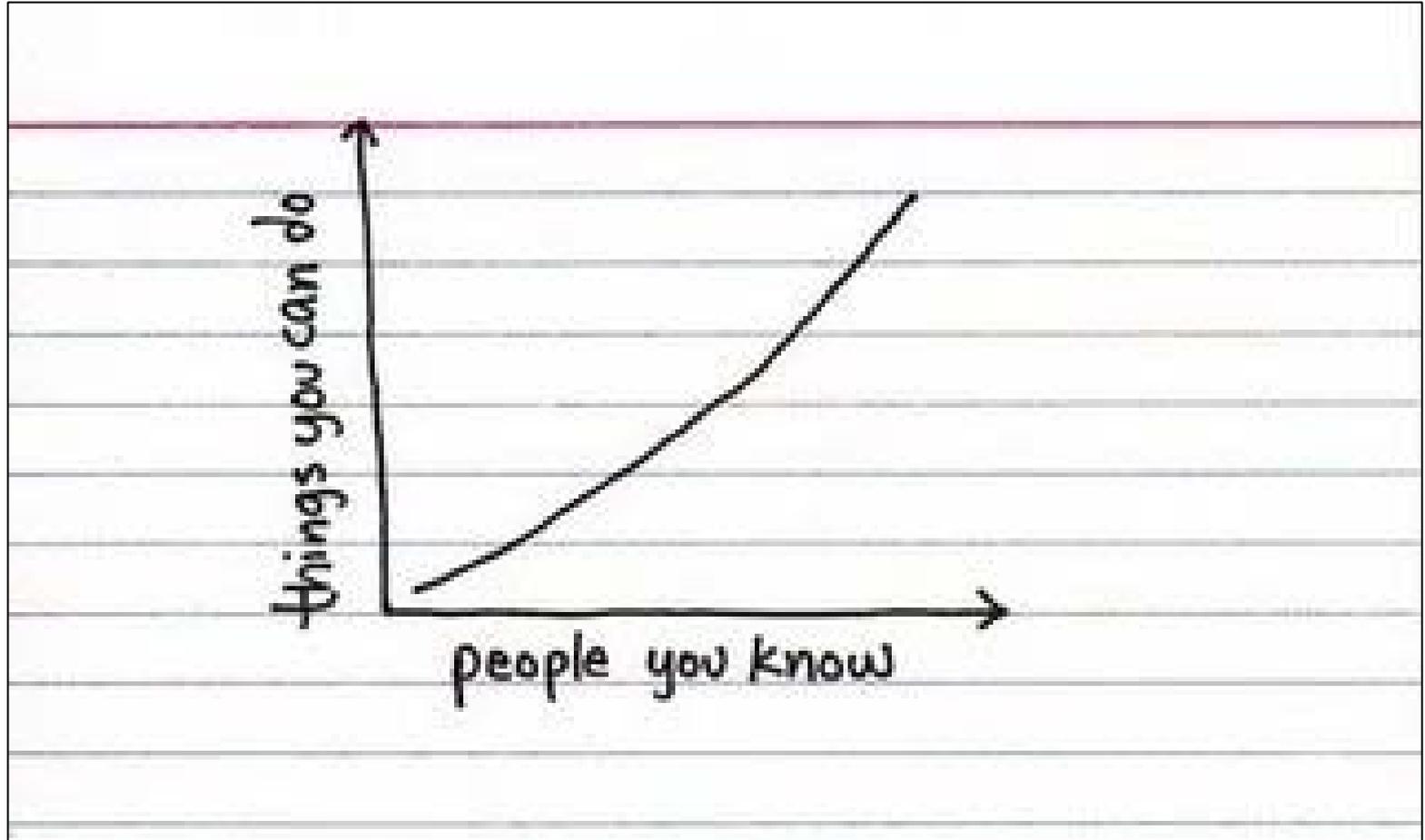
Social Network Theory

Social network theory views social relationships in terms of nodes and links. Nodes are the individual actors within the networks, and links are the relationships between the actors

Six Degrees of Separation



*Almost everyone has a
“small world” story.
What’s yours?*



Building Community by Building Networks

Assumptions

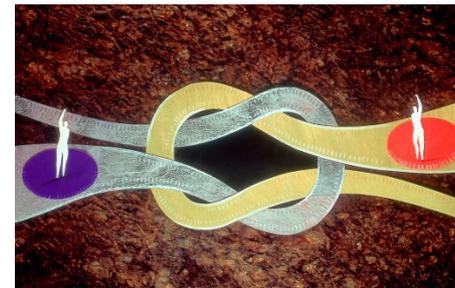
- Communities are built on connections.
- Better connections usually mean better opportunities.



Building Community by Building Networks

Questions

- How do we build connected communities that can take advantage of opportunities?
- How does success emerge from complex interactions?



Two Components of a Network

Nodes

*People, groups,
or organizations*

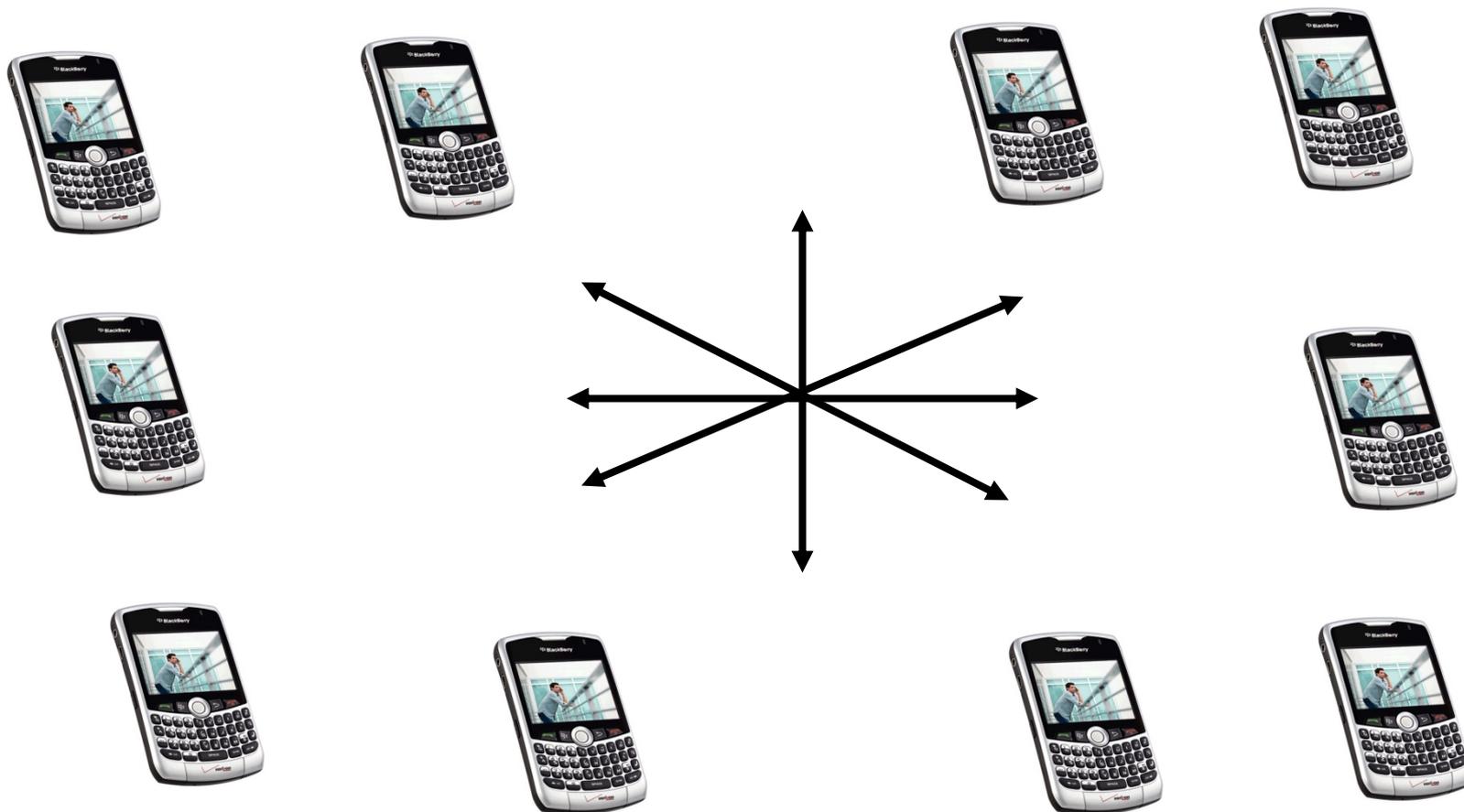
Links

*Relationships,
flows, or
transactions*

What's the Value of **ONE** Cell Phone?



What's the Value of **TEN** Cell Phones?



Network Building Exercise



- Exchange contact information with someone you do not know very well
- Find one thing you have in common
- Decide on a follow-up activity
 - phone call
 - information exchange
 - introduction

Becoming a Network Weaver

Network “weaving” is not just networking or schmoozing!

Seven Levels of Network Weaving

7. Introducing A and B in person and offering a collaboration opportunity to get A and B started in a successful partnership.
6. Introducing A and B in person and contacting A and B afterward to nurture the connection.
5. Introducing A and B in person.
4. Doing a conference call introduction of A and B
3. Doing an email introduction of A and B
2. Suggesting to A that A should talk with B and then contacting B to let B know to expect a call from A
1. Suggesting to A that A should talk with B

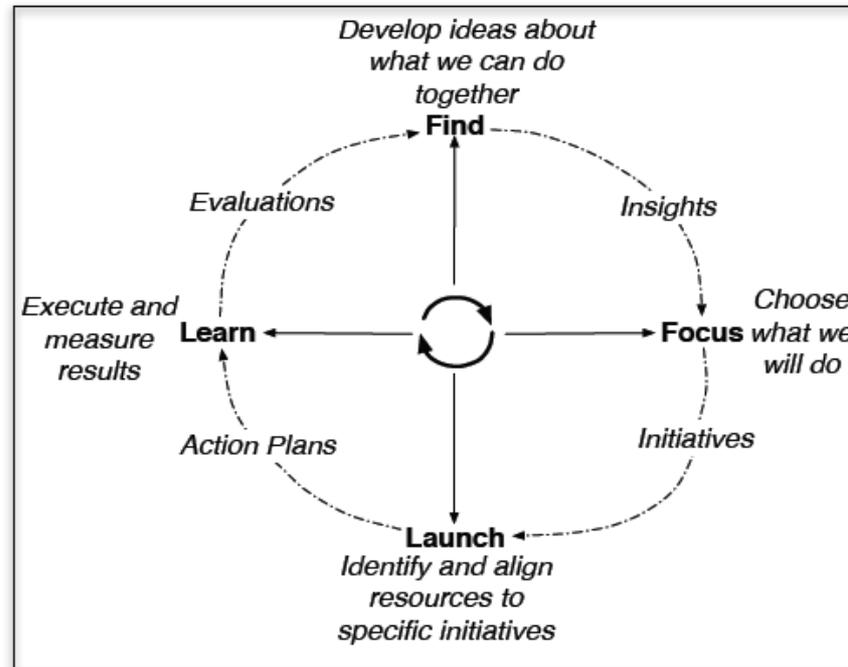
Moving from Weaver to Facilitator

- A facilitator identifies new weavers who will eventually take over most of the network building and maintenance.
- If the change is not made, the network remains dependent on the central weaver and his/her organization.
- This transition is needed for the network to increase its scale, impact and reach.

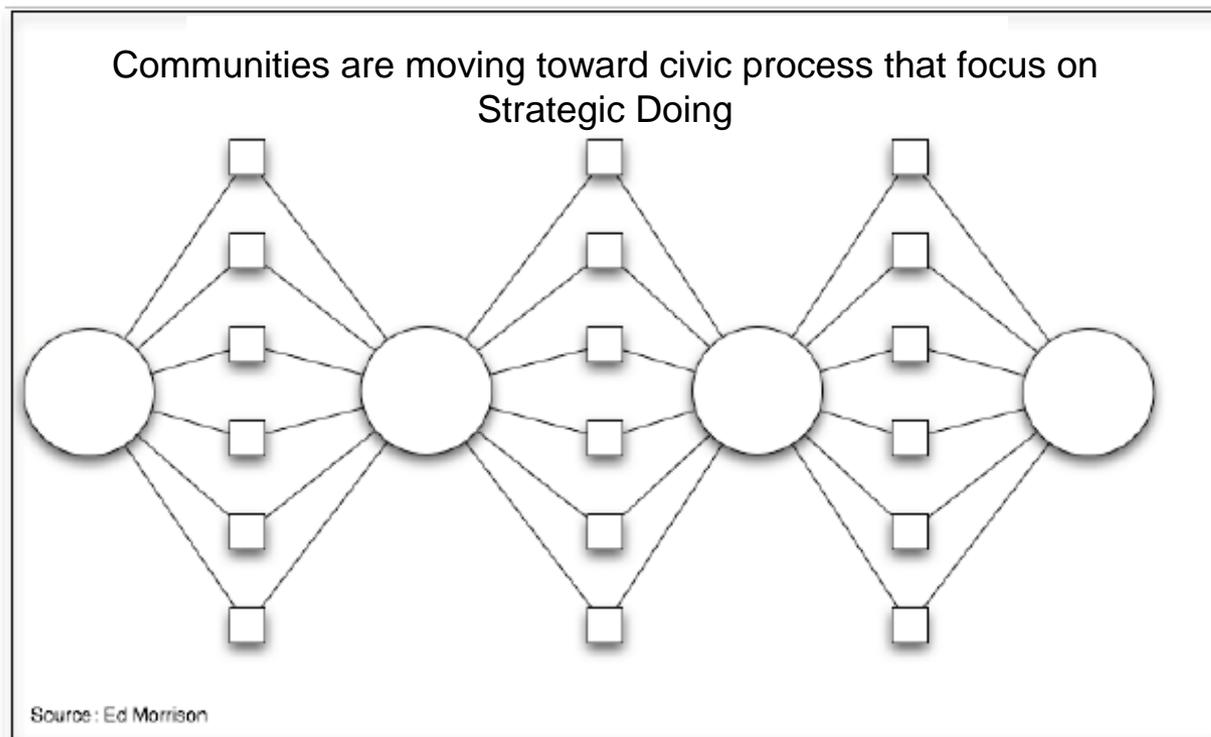
Starting with a disconnected community, network builders can start weaving together the necessary skills and resources to build simple single hub networks, followed by a more robust multi-hub network, concluding with a resilient core/periphery structure – maximized for learning and implementation.

Strategic Doing Helps Us Build Community Networks

To get anything done, we need to build habits of Strategic Doing to develop and guide these networks



**We need to move our thinking from events
and “programs” to processes....**



Strategic Doing

1. What could we be doing together?
 - Exploring our assets to find new opportunities
2. What should we do together?
 - Focusing on one opportunity at a time and defining, as clearly as possible, the “strategic outcomes” we want.
3. What will we do together?
 - Launching new initiatives by aligning our resources with “link and leverage” strategies.
4. What are we learning together?
 - Learning what works by executing and measuring what happens

Contact

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