



Community Engagement by Visioning - Looking at One Community's Success

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Workshop Goals

Community visioning is a valuable way to engage diverse stakeholders to determine community goals. The workshop will outline how one community engaged volunteers in the visioning process to determine community goals, then developed volunteer teams to implement the goals. The workshop will address the volunteer organizational issues with tools and current research.

Introduction

- Introduction & History
- Creating the vision: What should we do?
- Community Vision 2000: Finding the Vision
- Implementing the Community Vision by engaging volunteers
- Recent outcomes

The problem:

Rural, isolated, with community assets...What does the community need to do to create jobs?

Carlsbad RCCI

- Funding - planning & two implementation grants
- Goal - community leadership and capacity building
- Core Team with agreed upon Core Values:
 - Learning to build consensus
 - Building inclusiveness
 - Respecting diversity
 - Building respect for each other
 - Respecting the will of the majority
 - Re-discovering our democracy
 - Improving the quality of life for all
- Administrative support - New Mexico State University-Carlsbad

Creating the Community

Vision: What should we do?

- Mission
- Team Rules of Conduct
- Organizational Structure
 - The Core Team
 - Mission of the Core Team
 - Vision of the Core Team
 - Strategy of the Core Team
- Organizational Chart

Creating the Community

Vision: What should we do?

■ The Mission

The mission of RCCI is to collectively involve citizens in creating an effective means of spurring community development in order to enhance and ensure prosperity and quality of life for all residents in our region.

Creating the Community

Vision: What should we do?

- **The Team Rules of Conduct**

Prepare for meetings

Read materials that are to be reviewed

No personal attacks

One person talks at a time

There are NO bad ideas/opinions

Must have CAN DO attitude

Be prompt to meetings

Attend when possible

Encourage participation and ideas from all

No sales pitches from business owners or overly expounding on "pet" projects during meetings

Keep politics out

Respect the will of the majority

Creating the Community

Vision: What should we do?

Organizational Structure & Chart

- The Core Team

The groundwork began with the formation of the Core Team comprised of a group of citizens positioned in an advisory capacity, representative of community organizations, and available to coordinate the many activities of future events through the phases of the plan. This was supported by a project director who had a full-time administrative assistant, part-time financial assistant, temporary full-time administrative assistant (assisted with Community Vision 2000), and a student intern (assisted with Community Vision 2000)

Creating the Community

Vision: What should we do?

Organizational Structure & Chart

Mission of the Core Team

Core Team will facilitate the efforts of citizens in achieving commonly shared community vision.

Vision of the Core Team

Our vision as a core team is to sustain the consensus building process through our commitment to shared values in support of the community vision.

Strategy of the Core Team

- Bring vision team members on a board of the core team
- Find funds to sustain the initiative beyond the current funding cycle
- Leadership development
- Meet with implementing teams
- Community outreach – communicate
- Monthly meetings

Community Vision 2000: Finding the Vision

- Community Vision 2000 Organization
 - Booth Team
 - Voting Team
 - Speakers Team
 - Vendors Team
 - Entertainment Team
 - Communications Team
 - Decorating & Layout Team
 - Idea Team
 - Residential Team

Community Vision 2000: Finding the Vision

Results: 10% of the community population voted in a one-day community event

- 1. Improve playgrounds
- 2. Build a waterpark
- 3. Build a skateboard park
- 4. Offer affordable four-year degree programs
- 5. Develop, implement, & fund a street repair plan
- 6. Bring in manufacturing/industrial firms
- 7. Construct & improve sports facilities (softball, soccer, tennis, golf, etc.)
- 8. Retain good doctors through community support
- 9. Re-activate amusement park rides at beach
- 10. Restore or remove unoccupied buildings

Community Vision 2000: Finding the Vision

Lessons Learned:

- Building community interest was critical to the success of the project. This was accomplished by carefully listening to the issues, providing staff and volunteer support and thinking outside the box to meet the needs of the members raising pertinent issues.
- Once the enthusiasm is sparked, a system for managing the community interest needs to be in place so folks feel involved and empowered.
- Never underestimate the power of informal communication networks.
- Involve organizations, businesses, groups representing those less fortunate in the process. Work with the power brokers and effective service organizations.
- Patience, good humor, investing in leadership training, have achievable, agreed upon broad goals and specific strategies

Implementing the Community Vision by Engaging Volunteers

The Internal Brainstorming Process:

- Determine college's role & community leadership goals it would like to accomplish
- What are our assets?
- What are our constraints?
- Determine
 - Accountability
 - Process
 - Organizational Setup

Implementing the Community Vision by Engaging Volunteers

Determine college's role & community leadership goals it would like to accomplish

Implementing the Community Vision by Engaging Volunteers

- What are our assets?

Implementing the Community Vision by Engaging Volunteers

- What are our constraints?

Implementing the Community Vision by Engaging Volunteers

- Risk for the college: Accountability Issues
- The community was nervous about the quality of the community vote and the credibility of the college in counting the consensus goals. The staff approached a local, well-regarded CPA firm, to volunteer their time to count the votes and report to the community on the outcome of the community vote.

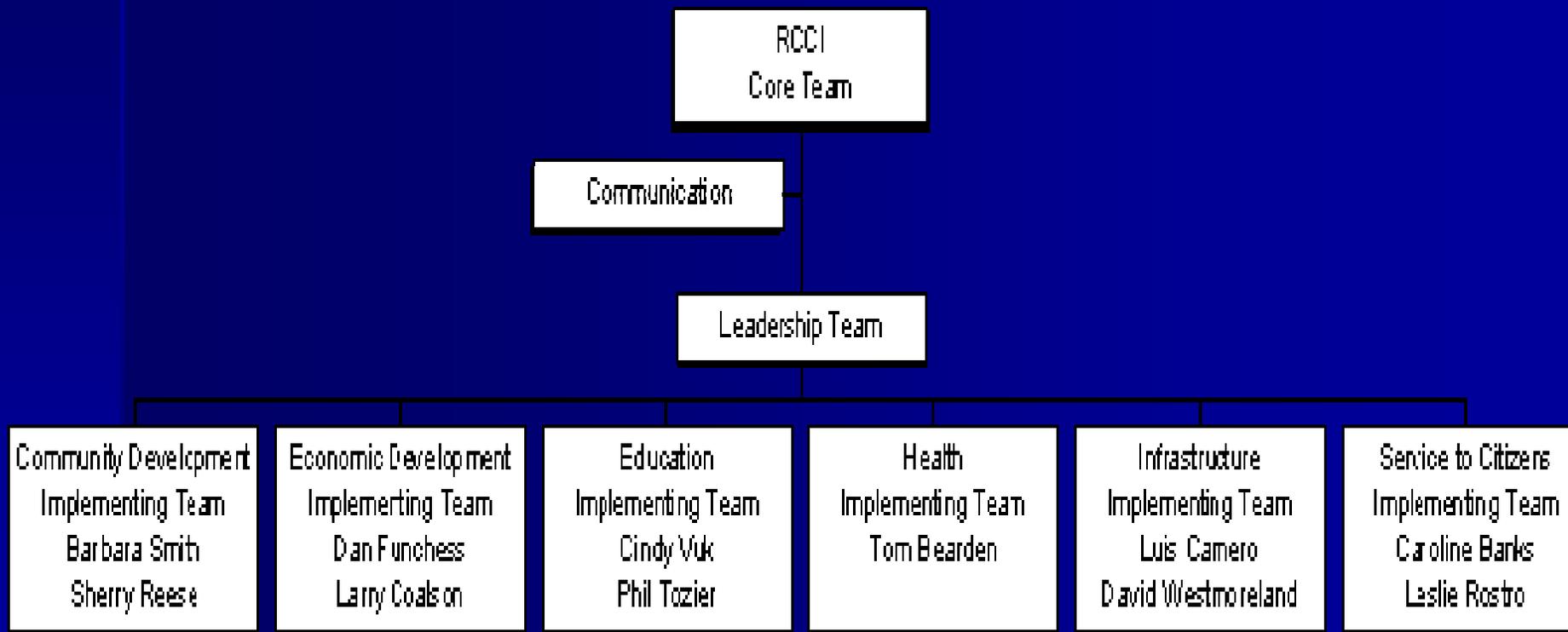
Implementing the Community Vision by Engaging Volunteers

■ Process

- Design the Marketing & Communications Plan
- Press Conference – media relations
- Organizational Signup & Setup

Organizational Structure – Implementing Teams

RCCI Implementing the Vision Structure



Training the Implementing Teams

- Team Goals & Objectives
- Team Research
- Team Process
- Team Communication Process
- Leadership of the Team
 - Team Leader, Co-Team Leader, Secretary

Analysis of the Process

■ Successes:

- Volunteer involved gained leadership, new networks, & consensus building skills

■ Challenges:

- No success in selling the concept to the community's political leadership that regionalization is the best strategy for survival and growth.
- Limited success in selling the concept that the community colleges are truly a partner in economic development – their value tends to be an afterthought

Outcomes of the Process

- Educational efforts:
 - Bachelors in Education in partnership with NMSU
 - MBA in partnership with Eastern NM University
 - Bachelors & Masters in Social Work in partnership with NM Highlands
 - Masters in Engineering Management in partnership with NM Mining & Technology
 - Bachelors in Human & Community Services, web based, in partnership with NMSU
 - Bachelors in Nursing in partnership with NMSU
 - And a promise of a Masters in Environmental Engineering in partnership with NMSU
 - Investment in ITV infrastructure to broaden distance learning efforts

Outcomes of the Process

- Community Development Efforts
 - Sports Complex & Skate Park
 - Beautification
 - Citizen advisory teams for the mayor & City of Carlsbad staff



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Questions & Comments?

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