The CED CHOICE MATRIX – A Path Finding Tool

An Introduction
ICRPS June 30, 2012

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Presentation Overview

• Definition
• Practitioners Views
• Practical Problem
• Desired Solution
• Website Highlight
• Next Steps
• Comments, Questions, Suggestions
• What’s a “Tool”

  – CED Tool is: Any guide, worksheet, checklist, manual, “how-to” or process in text, audio or video formats that is focused on guiding the user through a CED activity
Practitioners View

- 2000: hunting for tools and proven practices
- 2012: overwhelmed with choices and uncertain about quality
- We need to be able to organize tools effectively within the new framework of the digital age
- How can we harness abundant CED tools in a quick efficient manner to save time
Practical Problem

No perfect way for organizing tools:

- Expert centered (perfection, power)
- User informed (Microsoft office drop down menus)
- Friendly disorder, mashing (Amazon)
- New digital disorder (D. Weinberger, 2007)
  - Flickr 400M photo, 1M/day, no professional catalogers, users make-up labels
  - US library of Congress 8000 new categories/yr, 7000 books/day
• Too many CED websites with no reliable way of finding a useful tool
• Too many Tools
• Too many Resources, Case Studies, Reports
Practical Problem

economic development tool

Search
239 MILLION hits!!!

I'll never find the tool I want...
Sample “Toolboxes”

- **CCEDNet**
  - 2950 items - tools, books, videos, reports **180 tools**
  - 39 categories: E/F, format, yr, title, keyword

- **Cdn Centre for Community Renewal (CCRC)**
  - 1130 items - tools, books, videos, reports **50 tools**
  - 5 categories: territorial initiatives, Economic sectors, Enterprise, Finance, Marco trends

- **Grow Our Region**
  - 400 item - tools, best practices, case studies, reports **150 tools**
  - 8 categories: Analysis, Capacity, Enterprise, Leading, Learning, Planning, Sectors, Strategies

- **Foundation Centre (US)**
  - 167 items - tools, books, videos, reports **167 tools**
  - 3 categories: Sponsor, Approach, Sector

- **Community Toolbox (U of Kansas)**
  - 409 items - tools, books, videos, reports **319 tools**
  - 3 categories: solve problem, promising approaches, do the work

- **Sustainability and Environment (Australia)**
  - 68 items - tools, books, videos, reports **68 tools**
  - 5 categories: project context, community context, project parameters, teams, alpha list
Practitioners wanted more than a report. They wanted a solution:

- Web site
- Inventory of tools they use
- Categories meaningful to them
- Clear, simple descriptions
- Review / Comment Section for posting opinions about tools
Website Highlights

THE CHOICE MATRIX

Find social development tools for a project.

Find environmental tools for a project.

Find economic development tools for a project.

Search by keywords – date, geography, author, language, etc.

Find tools for project cycle.
Next Steps

- Expanding suites of tools for different professionals in different situations

- Encourage Feedback: through peer review process
www.chiocematrix.ca/

Comments/Suggestion/Questions?

Thank you!