The Benefits of Community-Based Research: The CED CHOICE MATRIX – A Path Finding Tool

EDAM - Engaging in Opportunity
Spring Forum
June 12 - 14, 2012
Gimli

Gary McNeely & Matt Grills
Rural Development Institute
Brandon University
Brandon, Manitoba
Presentation Overview

• CED Pathfinder for Communities - overview
• Practical Problems in finding the right CED Tools
• Results of the Community Research Sessions
• CED CHOICE Matrix – highlights
• Reflections, Questions, Suggestions
economic development tool
239 MILLION hits !!!

I'll never find the tool I want ...
Help! I need to find an economic development tool, where do I go?

Let's try this...
Help! I need to find an economic development tool, where do I go?

Like • Comment • 3

ha ha, sucks to be you!

Like • Comment • 5 • 2

Been there. Took me forever to find what I need.

Like • Comment • 1

Guys, use this site, it's great: cm.beyondthecube.ca

Like • Comment • 239
Awesome! This collection looks great!
CED Pathfinder Project

- Stakeholders:
  - CCEDNet
  - CFM; CFWR
  - CDEM
  - EDAM
  - MAFRI
  - RCS
  - Health in Common
  - RDI

- Community Research Groups
  - CDEM (Somerset, Notre Dame)
  - CF - Winnipeg River (Pinawa, Beausejour, Syemourville)
Project Objectives:
• Taxonomy of CED Tools
• Index of Community Readiness for CED
• CED Pathways Choice Matrix
• Community-based research sessions
• Discussion Paper on CED Tool Design

Project Phases
• Research Phases – 2010
• Community Testing and Revision Phase – 2011
• Dissemination Phase – 2012
Practical Problems

• Too many projects to do with too few resources (human & financial)
• Job responsibilities more complex
  – More decision makers
  – More stakeholders & citizens
  – More interested and values
• Response time short, higher risk of a mistake
• **NEED:** to work ‘smarter’ & benefit from experiences of others
Practical Problems

- Too many CED websites with no reliable way of finding a useful tool
- Too many Tools
- Too many Resources, Case Studies, Reports
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
• What’s a “Tool” and what’s not:
  – 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
  – a CED Resource is: Any set “facts”, data, information, knowledge, experience, that can be transformed or put to use by tools.
Practical Problem

• What happens when you can’t find the special tool for your project?
  – Open your own CED Toolbox to select from the tools you know
  – Make a familiar tool work in a new situation
  – Phone a EDO for help
No perfect way for organizing tools:

- Expert centred (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
Community Research Results

- CHOICE MATRIX beta-site
  - Tool Information Card
  - Tool Review
  - Multiple tool search pathways

- Database of 240+ CED tools
  - in English & French
• 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

CED Tool Database

- Keyword/Advanced Search
- Topics
- Phases
Website Highlights

CED Tool Database

Visual
Guided
Website Highlights

- ORGANIZING
- PLANNING
- IMPLEMENTATION
- ANALYSIS
- REVIEW
Website Highlights

**Purposes**
- Visioning
- Action Planning
- Project Management

*Webpage categories:*
- Organizing
- Planning
- Analysis
- Implementation
- Review
# Action Planning Frameworks

## Description

Action planning frameworks and worksheets describe in detail the actions to be undertaken as components of the chosen strategy options. They provide a logical and clear layout for understanding each action: who will do it, when and why.

<table>
<thead>
<tr>
<th>When</th>
<th>Why</th>
<th>Tool Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyzing</td>
<td>Assessment</td>
<td>Equipment / Facilities Needed</td>
</tr>
<tr>
<td></td>
<td>Comprehensive Analysis</td>
<td>Expertise Needed</td>
</tr>
<tr>
<td></td>
<td>Community Infrastructure</td>
<td>Language</td>
</tr>
<tr>
<td></td>
<td>Cultural and Arts</td>
<td>Authors</td>
</tr>
<tr>
<td></td>
<td>Financial</td>
<td>Editors</td>
</tr>
<tr>
<td></td>
<td>Governance</td>
<td>This tool was made in</td>
</tr>
<tr>
<td></td>
<td>Natural Resources</td>
<td>Publisher</td>
</tr>
<tr>
<td></td>
<td>Social Capital</td>
<td>Date Created</td>
</tr>
<tr>
<td>Organizing</td>
<td>Engagement</td>
<td>File Size</td>
</tr>
<tr>
<td></td>
<td>Fundraising</td>
<td>File Format</td>
</tr>
<tr>
<td></td>
<td>Partnership Building</td>
<td>Source Document Title</td>
</tr>
<tr>
<td></td>
<td>Project Team Building</td>
<td>Promoting Local Economic Development</td>
</tr>
<tr>
<td>Planning</td>
<td>Action Planning</td>
<td>Local Economic Development (LED) series</td>
</tr>
<tr>
<td></td>
<td>Project Management</td>
<td>Source Document URL</td>
</tr>
</tbody>
</table>

**Reviews**

- Grow
Next steps

- More CED tools
- Different suites of tools

<table>
<thead>
<tr>
<th>CED</th>
<th>Crime Prevention</th>
<th>Northern Development</th>
<th>Social Enterprise</th>
<th>Immigration</th>
</tr>
</thead>
</table>

The Choice Matrix

Easy to find Community Economic Development (CED) tools for you and your project.