Presentation Overview

• CED Pathfinder for Communities - overview
• Practical Problems
• Results of the Community Research Sessions
• CED Choice Matrix
• Reflections, Questions
CED Pathfinder Project: Process

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
How Did We Get Here?

- 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)
• 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.
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
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
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: www.choicematrix.ca

Like · Comment · 239
Awesome! This site looks great!
Now that we know what practitioners are looking for, we need to engage practitioners to let them know that this service is available.

- How?
  - Social Media Engagement
    - We’ve developed Twitter, Facebook, LinkedIn accounts
    - Tool of the Week Strategy
    - Developing an online presence that will help us build for the future
  - Webinars
  - Traditional E-Mail, Word of mouth
  - Create a legacy that is tangible, but not inflexible
• Choice Matrix site
  - Multiple tool search pathways

• Database of 240+ CED tools
  - In English & French
Next steps

- More CED tools
- Different suites of tools