Tools for Building Communities: Choice Matrix

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Presentation Overview

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

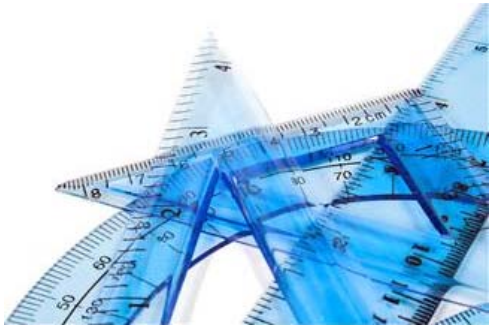
CED Pathfinder Project: Process

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?

- Project – Oct 2010 – Oct 2012
- 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)

Process

- 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.

Process

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

Process

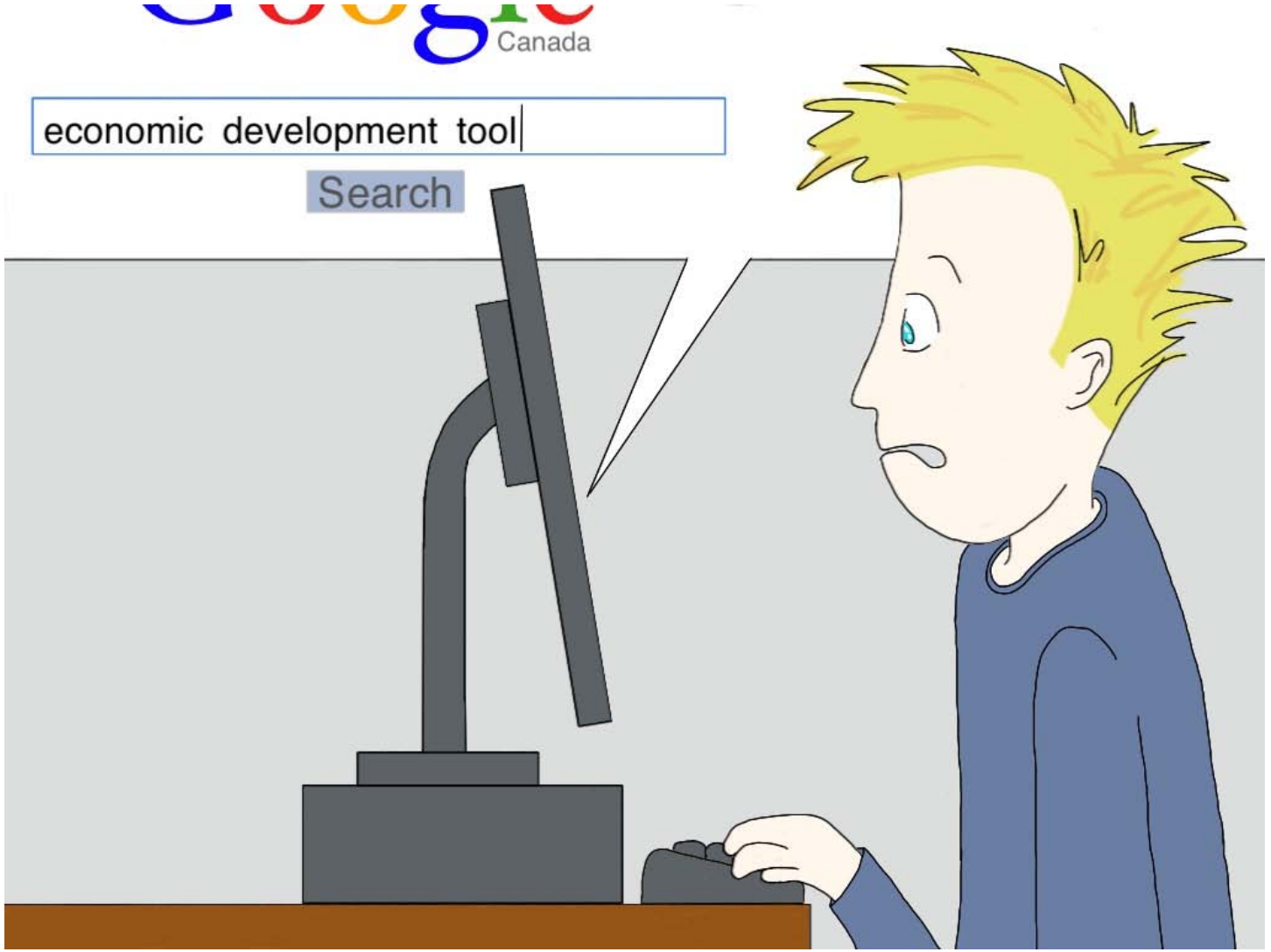
Sample "Toolboxes"

- 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

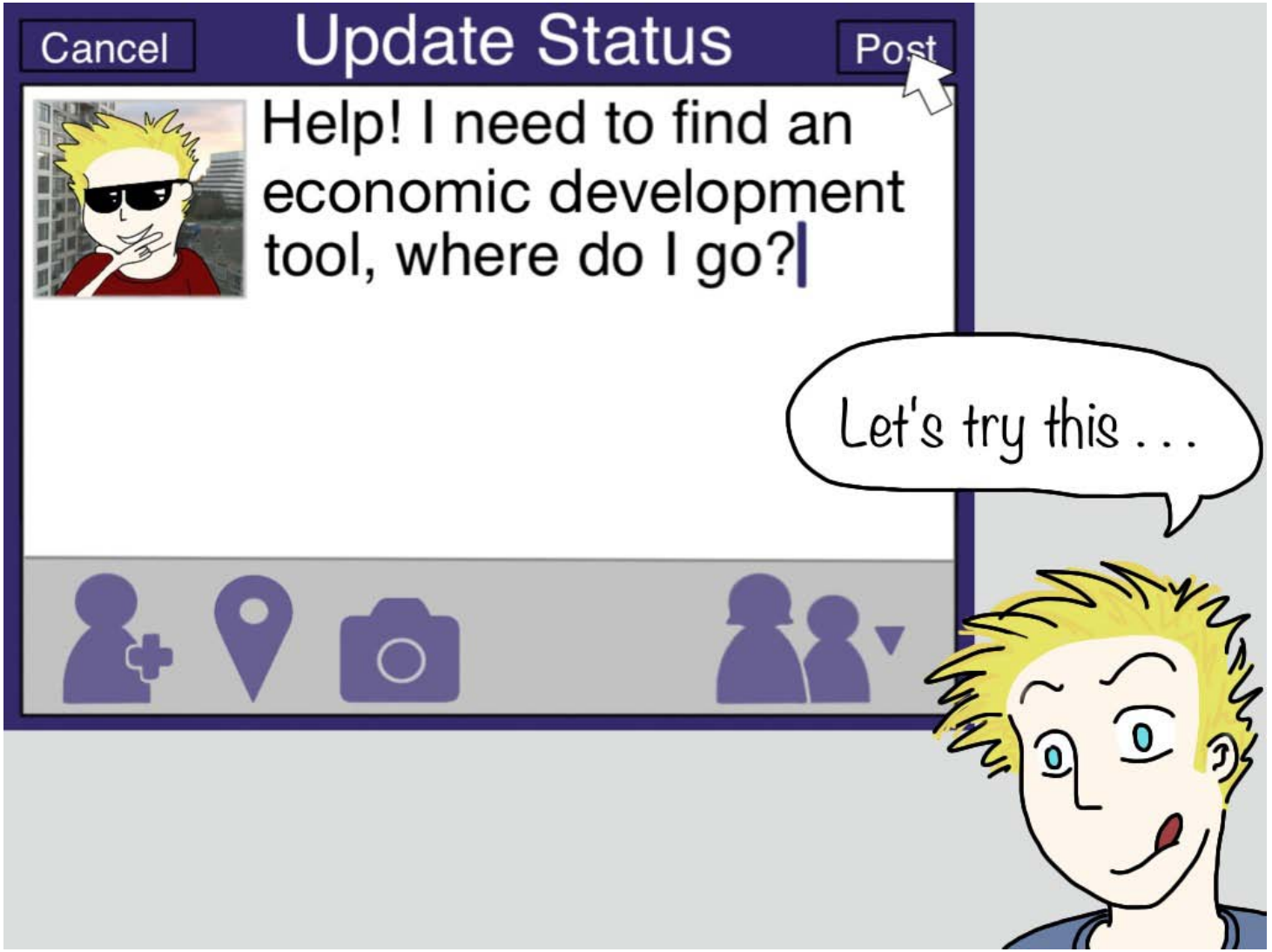
Legacy

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


Canada
economic development tool
Search

239 MILLION hits ! ! !
I'll never find the tool I want . . .


Cancel
Update Status
Post
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!

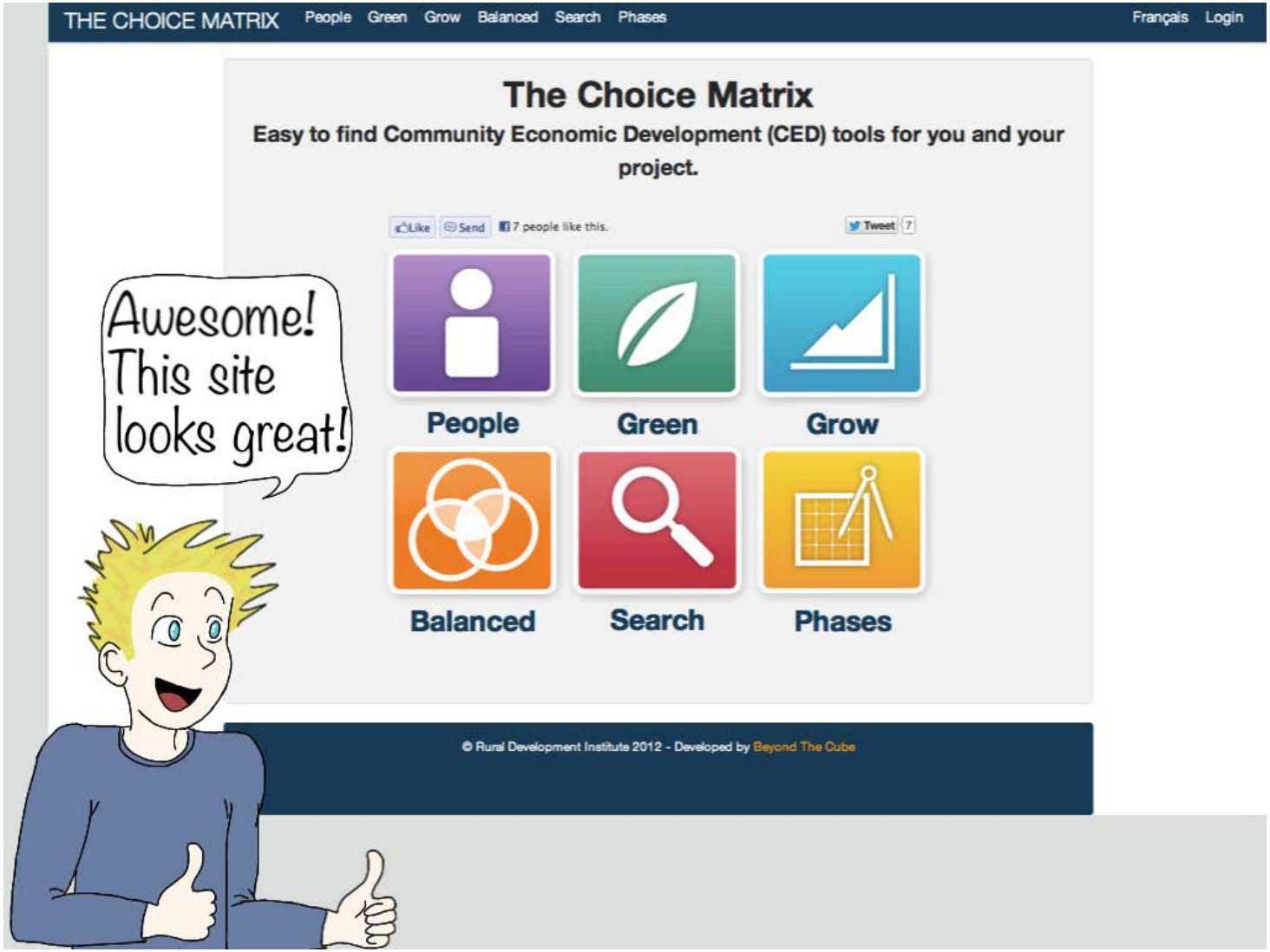
Like · Comment · 5 · 2

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


THE CHOICE MATRIX
People
Green
Grow
Balanced
Search
Phases
Français
Login
The Choice Matrix
Easy to find Community Economic Development (CED) tools for you and your project.
Like
Send
7 people like this.
Tweet
7
People
Green
Grow
Balanced
Search
Phases
© Rural Development Institute 2012 - Developed by Beyond The Cube
Awesome! This site looks great!

Engagement

- 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

Legacy

- Choice Matrix site
  - Multiple tool search pathways
- Database of 240+ CED tools
  - In English & French

Next steps

- More CED tools
- Different suites of tools