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EXTENSION

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Community Approaches that Work

Identifying Stakeholders

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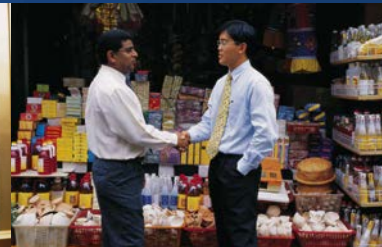
Unit 10- Henderson, Knox, McDonough, and Warren Counties

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Learning Objectives

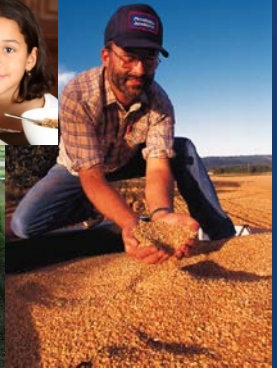
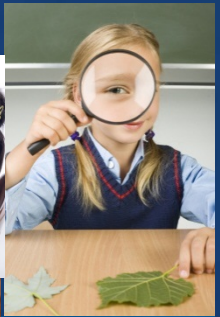
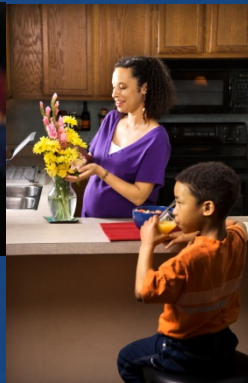
Use the Community Capitals Framework to:

- Identify stakeholders
- Foster productive working relationships
- Develop approaches
- Identify Community Assets

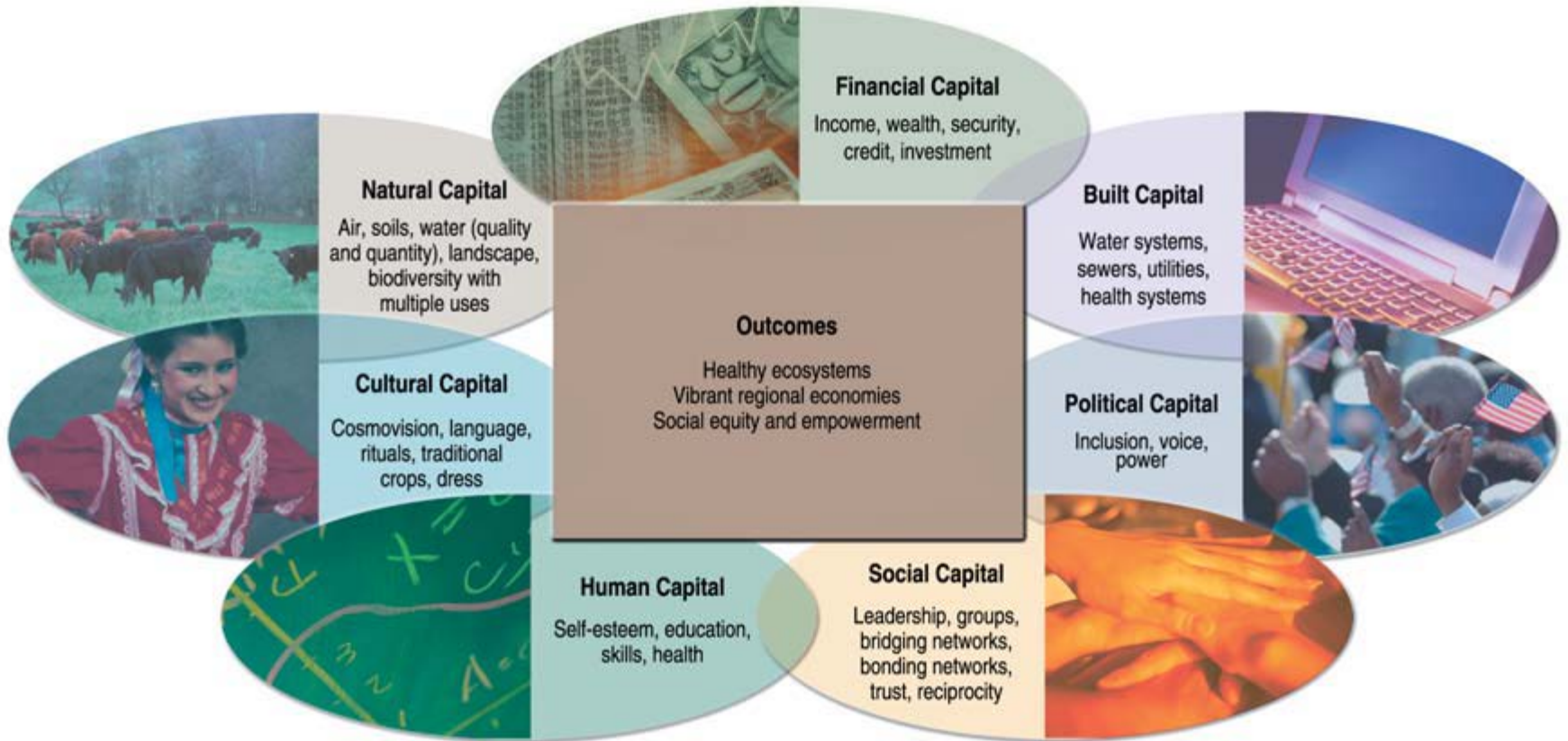


Community Planning

- What does your group want to accomplish?
- What are your resources?
- Who needs to be involved?
- How will you know when you are done?



Community Capitals Framework



Stakeholders

Formal Institutions

- Public
- Private
- Non-profit

Informal Organizations

- Neighborhood-based
- Community-based
- Groups formed to pursue a common goal
- Beyond community boundaries

Individuals

Businesses



Workshop Instructions

- Start with the end in mind
- Be able to explain to the group what the outcome of the activity will be used for
- Handout gives details of process
- Take the time to explain each of the community capitals
- Key is what you do with the output



Financial Capital



Built Capital



Political Capital



Natural Capital



Cultural Capital



Human Capital



Social Capital

Questions to ask Participants:

- What organizations or ideas are different from those you thought of at first?
- Would those be useful stakeholder contacts in your project?
- How might you engage those stakeholders in your project or organization?

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For more information:

Community Development Society website.

www.comm-dev.org (look under CD Practice).

Community Capitals Framework: An Approach to Engage Stakeholders

Roundtable Activity: What types of Community Capital can we identify as it relates to Community Development

1. Seven leaders are selected by the session leader by providing a flip chart marker, and are asked to position themselves at one of the 7 “Community Capitals” flip charts located around the perimeter of the room.
2. Participants are asked to divide themselves into 7 groups at the “Community Capitals” flip charts.
3. Each participant writes down on the “Community Capital” worksheet one idea for an stakeholder (resource, partner, audience), saying it out loud and then passes the sheet to the group member on the right.
4. Repeat until all group members have added an unrepeated “Community Capital”. Circle the group again, adding more “Community Capital” ideas until time is called (about 5 minutes).
5. On cue, each group moves to the next flip chart and brainstorms and adds new ideas to the flip chart list, and repeats until all the groups are back to “home” or where they are started (about 3 to 4 minutes per session).
6. When each group returns “home”, the group reviews how things have changed since they left their “home” station and one person is selected to report to the whole group their observations.



Community Capitals Framework: An Approach to Identifying Stakeholders

The Community Capitals Framework¹ complements the notion of identifying stakeholder “funds” or assets. Using this framework with an appreciative approach toward stakeholders, we can identify seven “accounts” of assets, including resources and partners that can be used to develop projects, processes, or programming in a variety of ways.

These “accounts” or piggy banks of resources, are not limited to one project area, but can overlap for community initiatives. For example, a group may be working with a non-profit organization to develop a strategic plan, while the non-profit is developing a fundraising campaign. While we may list the organization in our social capital account, it can be both a partner and a referral source. By using formal and informal networks, we can identify not only the resources, but also pathways to access these resources.



Human Capital includes skills, knowledge, abilities, and information possessed by community members; including their ability to access resources outside the community.

EX: leadership and organizational skills, computer skills, networking, cooking, working with youth or elders, construction and crafts.

In my work:



Social Capital includes the close bonds between and among people within a group.

EX: Rotary, Kiwanis, chambers of commerce, United Way agencies (American Red Cross), youth serving organizations (Boys and Girls Club) government offices (USDA), churches.

In my work:



Natural Capital includes natural resources, amenities, sites, attractions.

EX: waterways, wetlands, farmland, parks (local, state, national).

In my work:

¹ Flora, C. & Flora, J. (with Fey, S.). (2004) Rural Communities: Legacy and Change (2nd ed.). Boulder, CO; Westview Press.



Financial Capital includes money and resources that can access money.

EX: banks, foundations, private funders, grant funders.

In my work:



Built Capital includes infrastructure that can help us accomplish our goals.

EX: schools, water and sewer systems, industrial parks, community centers, high speed Internet, libraries, roads, accessible meeting space.

In my work:



Cultural Capital encompasses the habits, attitudes, foods, and traditions within a community.

EX: Community Theater, LULAC clubs, multi-lingual populations, refugee and immigrant groups, clubs or special interest groups (such as historical societies, entrepreneur groups, book clubs, music groups).

In my work:



Political Capital represents power and connections to people who wield power.

EX: elected officials, chambers of commerce, organizations such as Farm Bureau or the League of Women Voters, CEOs, government agencies.

In my work:
