

Transforming Communities and Building Community Capacity: An Introduction to Planning

AGENDA

Day One

- 9:30 a.m. **Meet and Greet** – Connie
- 10:00 a.m. **Welcome and Program Overview** – Mark
- Introductions of team members
 - Purpose and objectives for the day
 - Agenda and resource review
- 10:15 a.m. **Transforming Communities & Building Community Capacity** –
David
- Community Transformation
 - Defining “community”
 - Community Capacity Model
- 11:30 a.m. **Lunch**
- 12:15 p.m. **Five Purposeful Activities** – Catherine & Connie
- Examples of programs and concepts
 - Five factors of each purposeful activity
- 1:30 p.m. **Diagnosis I** – Jenny & Catherine
- Effective diagnostic practices for communities and organizations
- 2:15 p.m. **Break**
- 2:30 p.m. **Diagnosis II** – Jenny & Catherine
- Practice activity
- 3:45 p.m. **Building Community Capacity—Primary and Supporting Roles** –
Mary & Steve
- 5:15 p.m. **Feedback and Preview of the Next Day** – Mark
- 5:30 p.m. **Adjourn**

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AGENDA **Day Two**

- 8:30 a.m. **Foundations for Planning** – David
- A psychological basis for planning
 - Believing and doubting games
- 9:15 a.m. **Context for and Types of Planning** – Steve
- 9:45 a.m. **Planning Approaches and Strategies** – Mary
- 10:15 a.m. **Break**
- 10:30 a.m. **Planning Principles** – Mary
- 11:15 a.m. **Jefferson County Applications of the “Smart Questions”
Approach** – Steve
- Noon **Lunch**
- 1:00 p.m. **Public Participation in Planning** – Mark & Steve
- 2:00 p.m. **Creating Change** – Jenny & Mark
- 2:45 p.m. **Break**
- 3:00 p.m. **Managing Change** – Mark & Connie
- 3:45 p.m. **Reflections on Community Transformation and Building
Community Capacity** – Workshop Participants
- 4:00 p.m. **Adjourn**

Transforming Communities and Building Community Capacity: An Introduction to Planning

2-Day Inservice Program (50 participants)
Madison, Wisconsin

Overview and Purposes

The Strategic Planning Team conducted its first strategic planning professional development program in June 1997. Since then the program has been presented almost every year since its inception. An intermediate program was developed in 1998 and was offered almost every year between then and 2006. These professional development opportunities comprised the initial effort to prepare an ever-widening learning community of UW-Extension professionals in the theory and practice of strategic planning.

Based on program evaluations, input from Extension educators, the objectives of the UW-Extension Cooperative Extension Transformational Education Initiative, and the general recognition of the need to provide more context for strategic planning and other planning approaches, the Strategic Planning Team designed a new 2-day program, titled *Transforming Communities and Building Community Capacity: An Introduction to Planning*, as a pre-requisite to its 4-day Strategic Planning/Facilitation program.

The Strategic Planning Initiative's professional development program responds to public officials', community organizations', and community groups' needs for more effective and efficient planning and decision making processes. The number and complexity of issues confronting local governments and community organizations and networks are rapidly increasing. Differences in capacity among local groups to deal with these issues and develop effective policies and efficiently manage resources are, in themselves, issues that need to be addressed.

The overall purposes of the *Transforming Communities and Building Community Capacity: An Introduction to Planning* professional development program are to:

- Build strong institutional capability for understanding the context of transforming communities and building community capacity
- Foster expanded local government and community organization and group programming in the area of planning applications.
- Build strong institutional capability for applying planning approaches within all Cooperative Extension Program Areas.
- Enable individual professional growth in planning applications.
- Initiate and nurture a learning community of planning practitioners who share a common interest and technical language and knowledge base.

Learning Objectives

Learning objectives for the program include:

- Participants will understand the context of transforming communities and building community capacity.
- Participants will learn a model for conceptualizing community capacity, comprised of three inter-dependent elements: community environment, community structures, and purpose-based action.
- Participants will learn a framework for purpose-based action, comprised of five purposeful approaches, and skills, tools, and roles needed to pursue them to achieve community purposes.
- Participants will learn how to help community organizations and groups diagnose their unique needs and assess their capabilities and readiness for purpose-based action.
- Participants will learn how to help communities meet their needs by choosing and designing appropriate, detailed courses of action
- Participants will learn about key roles essential for building community capacity, and assess their individual knowledge level and ability to play these roles.
- Participants will learn basic planning principles, and strategic and systems planning approaches and processes, and how to apply them in community situations.
- Participants will learn how to design and provide for purposeful citizen participation throughout a planning process.
- Participants will learn core principles for creating change and strategies for managing change.

Program Materials and Resource Publications

The supporting materials folder for this program has been arranged generally to follow the course agenda. Team members have included slides, exhibits, handouts, and other resource materials from their presentations. Primary documents included in the folder are:

Grabow, Steven H., Hilliker, Mark, & Moskal, Joseph. (2006). *Comprehensive planning and citizen participation*. Madison, Wisconsin: University of Wisconsin-Extension, Publication G3810.

Hinds, David G. (2008). *Building community capacity: Environment, structure, and action to achieve community purposes*. Publication G3840. Madison, Wisconsin: University of Wisconsin-Extension, Cooperative Extension.

The Strategic Planning Team also recommends the following resources:

- Gilbert, Daniel (2007) *Stumbling on happiness*. New York: Random House, Inc.
- Groopman, Jerome (2007) *How doctors think*. New York: Houghton Mifflin Company.
- Kotter, John (1996) *Leading change*. Boston, MA: Harvard Business School Press.
- Nadler, Gerald (1981). *The planning & design approach*. New York: John Wiley & Sons.
- Nadler, Gerald & Chandon, William J. (2004) *Smart questions: Learn to ask the right questions for powerful results*. San Francisco: Jossey-Bass Imprint, John Wiley & Sons, Inc.
- Nadler, Gerald & Hibino, Shozo (1994). *Breakthrough thinking: The seven principles of creative problem solving*. Rocklin, California: Prima Publishing.
- Nadler, Gerald & Hibino, Shozo, with Farrell, John (1995). *Creative solution finding: The triumph of full-spectrum creativity over conventional thinking*. Rocklin, California: Prima Publishing.

Strategic Planning Program Team

David Hinds (Coordinator), Professor Emeritus, UWEX
Connie Abert, Waupaca County
Jennifer Erickson, Sauk County
Steve Grabow, Jefferson County
Mary Gruenewald, Family Living Programs
Mark Hilliker, Portage County
Catherine Neiswender, Winnebago County

Program Sponsor

Larry Jones, Program Development and Evaluation

Workshop Arrangements

Elizabeth Diez, Program Development and Evaluation
Liz DeVos, Program Development and Evaluation
Molly Kunst

Publications

Meg Gores, Senior Editor