Year 1 Course Descriptions & Learning Objectives

Core Topics

Community Asset Mapping and Assessments

This session emphasizes the importance of undertaking a community assessment early in the development process, that is, prior to strategic planning. Participants learn the SWOT (Strengths, Weaknesses, Opportunities, Threats) approach and how to gather both qualitative and quantitative information about their community. The session explains the need to conduct assessments, how they fit into the overall development process, and best practices in assessing communities. Examples of community assessments and their use. Participants will also learn the difference between an asset-based and need-based approach to development. A perspective that emphasizes assets, rather than deficiencies, creates more momentum for positive change. Participants become familiar with the different types of assets utilized in communities and learn techniques to identify assets in their own communities.

Learning Objectives

Participants will:

1. Discuss the identification of strengths, weaknesses, opportunities, threats, and other factors that influence the community development process and outcomes
2. Review how and why community assessments are conducted
3. Explore data collection methods, best practices, and how assessment fits into the overall community effort
Community and Economic Development Practice

In this session, community development is defined as both a process and an outcome and the relationship between economic development and community development is explained. The role of the community developer is discussed, especially as it affirms the core values of the discipline. Finally, participants examine a case study in which they must consider which process is preferable for effective community development.

Learning Objectives
Participants will:

1. Introduction to the fundamentals of community development
2. Participants will explore what community development means as both a process and an outcome
3. Learn the relationship between economic development and community development
4. Use a community development case study to practice development processes

Community Strategic Visioning and Planning

This session describes a powerful approach to harnessing change in a community, strategic visioning, and planning. First, the difference between visioning and planning is defined and participants learn the steps to implementing a strategic visioning and planning process. Next, the role of the facilitator in the process is outlined. Examples of community visions, goals, and objectives are provided. Finally, participants learn of ways to move into implementation to ensure that the process leads to measurable outcomes.

Learning Objectives
Participants will:

1. Learn the definition of visioning
2. Understand strategic planning and discuss the process
3. Explore steps to implement a visioning and strategic planning process
4. Discuss the role of the community developer/facilitator in the process
5. Participants will study examples of community mission statements, vision, goals, and objectives
6. Review some of the challenges communities face as they go through the visioning and planning process, and ways these challenges can be addressed
**Identifying and Developing Stakeholders and Volunteers**

This session focuses on processes and strategies used to identify and develop stakeholders, and volunteers. Strategically utilizing and aligning these three groups to achieve community goals is important to the success of our communities. Each group brings something unique to the table.

**Learning Objectives**

Participants will:

1. Learn the basics of stakeholder engagement, leadership development, volunteer recruitment, recognition, and retention
2. Understand strategies for utilizing stakeholders and leaders and managing volunteers for maximum effectiveness
3. Discuss the pros and cons of using volunteers in a variety of situations
4. Learn the value of team building and cooperation in communities

**Understanding Community Economies**

Understanding how local economies function and grow is an important subject for everyone involved in the community and economic development to understand. Knowledge of this topic makes for more informed decisions regarding improving the standard of living and quality of life for all citizens. Key concepts include job creation, the circular flow of income, employment multipliers, and other important topics.

**Learning Objectives**

Participants will:

1. Interpret demographic and economic data. They will discuss what should be collected or tracked and reliable data sources
2. Discuss industry data (industry classification system, industry quotient, and shift-share analysis)
3. Learn how to interpret occupation data
4. Learn about basic vs. non-basic industry
5. Discuss Multiplier Effects (sales, jobs, earnings)
**Additional Topics***

*Additional topics reflect the prior year’s programming and may be adjusted for the current year.

**Building Inclusive Communities**

Inclusive communities do all that they can to encourage diversity, promote belonging, and address inequities. When people are included, their worth is recognized and respected. Belonging is the feeling of security and support that results when a community member has a sense of acceptance, inclusion, and identity. This workshop will explore the key components of bias, inequities, inclusion, and belonging, as well as lay the foundation for trust and engagement in communities.

**Learning Objectives**
Participants will:

1. Identify conscious and unconscious bias
2. Investigate issues of equity in communities
3. Define community
4. Discuss inclusion - othering and belonging

**Conflict Management**

This training leads participants through a variety of experiences to explore their most effective responses to anger and conflict. This workshop will also explore the five styles of conflict management. It is an experiential introduction to alternatives to violence based on community-building, cooperation, communication, and conflict resolution. Whether the attendees are working with youth or parents, participants will gain skills as current/future leaders to enter and negotiate conflict in creative ways that work toward win-win solutions.

**Learning Objectives**
Participants will:

1. Examine the foundation of conflict resolution
2. Explore the five styles of conflict management
3. Investigate alternatives to dispute resolution
**Intro to Economic Development**

Economic development is a persistent concern across places of all types and sizes, yet community organizations, residents, and government officials often lack a common frame of reference for understanding and interacting with the economy. This session focuses on defining economic development practice, reviewing models for understanding economic growth and change, highlighting significant economic trends, and outlining economic development policy approaches relevant to communities and regions.

**Learning Objectives**
Participants will:

1. Discuss definitions of economic growth and economic development
2. Learn about global and regional economic trends and discuss how they impact their communities
3. Learn about theoretical frameworks for understanding growth and development in their communities
4. Discuss policy approaches for impacting economic development at the community and regional scales

**Social Capital and Community Building**

The trainer will share her experience working with the West Side Grows Together initiative over the past 6 years, a collaborative effort that was built on a foundation of social capital, exploring the lessons from a long-term community development initiative.

**Learning Objectives**
Participants will:

1. Understand the importance of social capital and relationships as fundamental to community building.
2. Learn the history and timeline of a 'successful' community development initiative - West Side Grows Together.
3. Explore some of the challenges and lessons affecting long-term change through community-building efforts.
Trauma-Informed Approaches

The goal of this session is to help participants meet their clients and co-workers where they are and to help them create a welcoming workplace and intuitive services. This training will show participants the necessity of being able to identify trauma-informed responses and how to utilize trauma-informed approaches in a professional setting. The trainer will do this by defining the key elements of trauma-informed responses and specifying what a successful trauma-informed response looks like.

Learning Objectives
Participants will:

1. Define what is a trauma-informed approach (TIA)
2. Recognize the importance of TIA
3. Identify the key aspects of TIA implementation
4. Identify what TIA success looks like

Vital Conditions for Well-Being: A Framework for Building Thriving Communities

This session will provide an overview of the Vital Conditions for Well-Being framework, an emerging model that conceptualizes what it means to have a healthy, thriving community where all residents have access to a high quality of life. The vital conditions are defined as properties of communities that we all need all the time to reach our full potential, like food, humane housing, access to meaningful work and wealth, and a sense of belonging. The Vital Conditions framework takes a holistic view of health and well-being, recognizing that well-being is driven more by the places that we live, learn, and play than by healthcare or medical factors. Participants will explore how this framework might be used in the community development process and gain a deeper understanding of the interconnectedness of vital conditions, as well as the fields of community development and public health.

Learning Objectives
Participants will:

1. Describe the Vital Conditions for Well-Being Framework
2. For at least one of the vital conditions, describe current trends and identify major influences in the past and present
3. Identify at least one way in which the Vital Conditions for Well-Being Framework could be used within the community development process
4. Identify at least one resource where they could find additional information and tools related to using the Vital Conditions framework
**Equitable Development Strategies**

This session will demonstrate that while low-wealth communities and communities of color are often excluded from the benefits of economic growth, an equitable approach to development includes communities in the development process and ensures that resulting benefits are shared in a way that reduces existing disparities. Equitable development is a fundamental cornerstone of a comprehensive approach to community development that integrates a focus on people into efforts that aim to improve places.

**Learning Objectives**

Participants will:

1. Understand equity as it relates to community development as well as a historical framework for why it is important.
2. Recognize some of the most common types of inequities that impact the well-being of communities.
3. Articulate inclusive approaches to development that focus on people as well as place.
4. Cite examples of specific equitable development strategies in some of the following areas:
   a. Jobs & Workforce
   b. Business
   c. Real Estate
   d. Infrastructure & Transportation
   e. Sustainability and the Environment
   f. Placemaking