COMMUNITY NETWORK ANALYSIS

New Partners for Smart Growth Conference
February 2, 2018
Your Town is Home

COMMUNITY HEART & SOUL
INTRODUCTION
A Catalyst for Positive Change

COMMUNITY HEART & SOUL
INTRODUCTION
Biddeford, Maine
From “Trashtown” to Leading the Way
“Community Heart & Soul helped us instill confidence in investors and secure grants.”

Daniel Stevenson
Economic Development Director
City of Biddeford, Maine
Heart & Soul Principles and Phases

INVOLVE EVERYONE

FOCUS ON WHAT MATTERS

PLAY THE LONG GAME
COMMUNITY HEART & SOUL
INTRODUCTION
Community Heart & Soul: Remarkable Results

- Greater sense of place
- Increased civic participation
- New leaders and alliances
- Increased trust and relationships built across historic divides
• It makes sure you know **who** is in your community.

• You hear from **all** demographics.

• You prioritize ideas and actions. **Together**.

• It’s about where you bring the table so **everyone** can have a seat.
YOUR COMMUNITY NETWORK ANALYSIS
STEP 1: GET ORGANIZED
• Increases diversity & number of people
• Be strategic with outreach and engagement
• Track who has been included

Step: 1. WHY DO A COMMUNITY NETWORK ANALYSIS?
STEP 1: GET ORGANIZED
Step 1: Get Organized

- Build a diverse Team
- Know who you need to reach & how

Step 2: Explore Your Community

- Track participation
- Modify outreach & engagement efforts
- Keep key groups involved

Step 3: Make Decisions

- Track participation
- Modify communications & engagement efforts

Step 4: Take Action

- Track participation
- Build up the Team

Community Network Analysis Worksheet
Step: 1 2 3
Community Heart & Soul
S1: KNOW YOUR DEMOGRAPHICS

Many Perspectives from Diverse Voices
Community Network Analysis
S2: IDENTIFY COMMUNITY NETWORKS
Step 3: Community Network Analysis
S3: FIND NETWORK CONNECTORS
Step 4: Community Network Analysis
S4: IDENTIFY COMMUNICATION OPPORTUNITIES
Step: 4 5 6
Community Network Analysis
S5: IDENTIFY ENGAGEMENT APPROACHES
Community Network Analysis

S6: TRACK PROGRESS
Questions?
Thank you for joining us as we come together to build successful futures for small towns in America.

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