

Quality of Life Indicators as an Economic Development Tool

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Community Indicators Consortium – 2014 Impact Summit
Washington, DC
September 28-30, 2014

Aligning Purpose and Measures

- ✚ If all you have is a hammer, everything looks like a nail. (Maslow)
- ✚ Economics counts what's countable
But is that what counts? (unknown)
- ✚ We are what we measure. It's time to measure what we want to be.
(Sustainable Measures LLC)

Our Role as Change Agents

- ✚ Indicators chosen can—
 - Shape inquiry
 - Define scope of problem-opportunity
 - Influence breadth of responses
- ✚ Whose diagnosis and on what basis?
- ✚ Treating systemic challenges versus superficial symptoms

A Lesson Learned

 Village of Rock Springs ~~Economic~~
Leadership Development

Community or Economic Development

- ✚ 75% of Americans under 28 believe a “cool city is more important than a good job” (Ryan)
- ✚ Young people “insist they need to live in places that offer stimulating, creative environments” (Florida)
- ✚ Young people want: a place to raise a family; safe streets; affordability; good schools; and scenic beauty (Andresen)

Quantitative and Qualitative

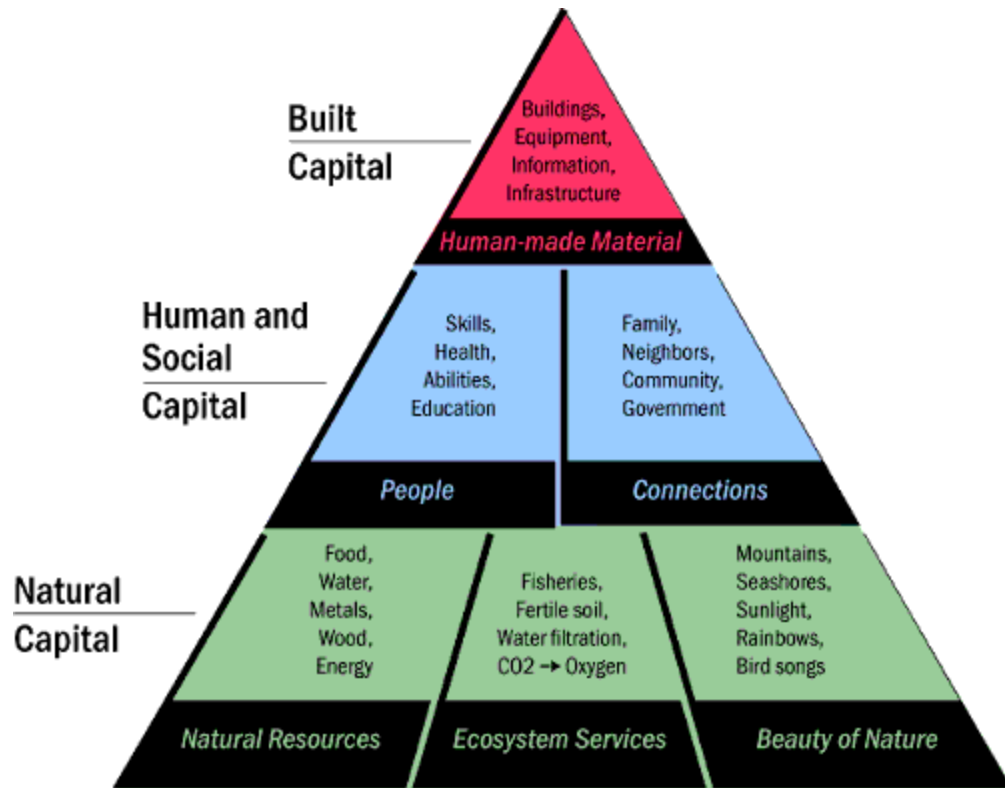
- ✚ Beyond assembling a host of indicators based on data sources
 - Over time
 - Comparative
- ✚ Opportunity to assess community values with qualitative data
 - Levels of importance (weighting different indicators)
 - Levels of satisfaction

Broad Indicator Best Practices

- ✚ Community Indicators Consortium
(<http://www.communityindicators.net/>)
 - Encyclopedia of Quality of Life Research (Michalos)
- ✚ Guide to Sustainable Indicators (Hart)
- ✚ Madison Region and Kewaunee County Quality of Life Reports (CCED)

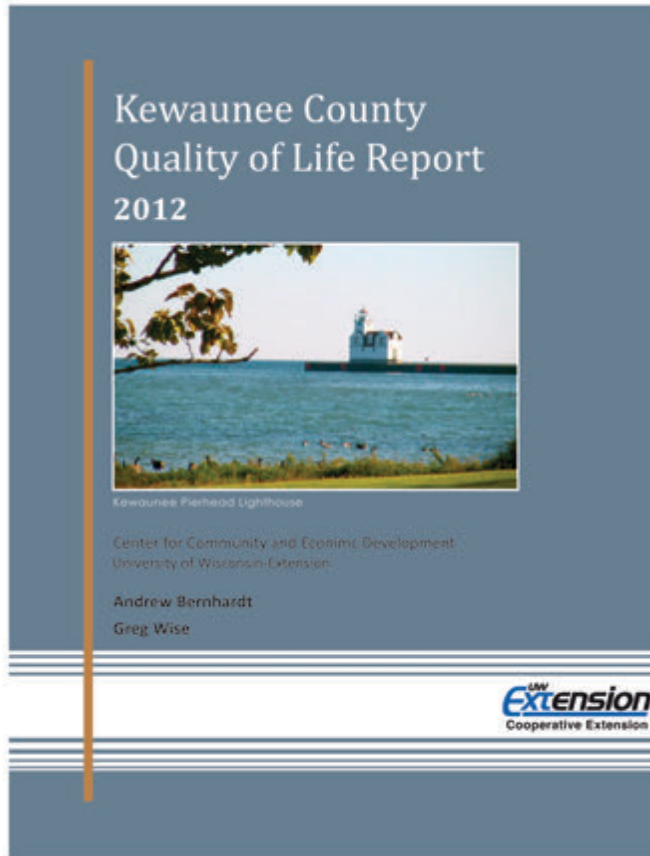
Sustainability Measures and Community Capitals

Community Capital: the natural, human, social, and built capital from which a community receives benefits and on which the community relies for continued existence.



Sustainable Measures LLC

Kewaunee County Quality of Life Indicators



- Arts & Culture
- Community
- Health
- Home
- Learning
- Natural Environment
- Recreation & Leisure
- Safety
- Self-Sufficiency
- Work

<http://cced.ces.uwex.edu>

Integrating ABCD, CCF, and Ecological Theory of Human Development

ABSTRACT

This poster is an exploratory theoretical analysis that focuses on the integration of theory and theories from two academic disciplines: Community Development and Human Ecology. While the units of analysis differ between these domains — Community Development focuses on the community as a unit, whereas Human Ecology focuses on the individual as a unit — parallels can be drawn between major concepts within each discipline to form a holistic, systems-responsive approach to the practice of Community Development.

Critiques of (Kretzschmar & McNight, 1993)¹ highlight potential consequences of the hyper-localization of community-based efforts, the at-risk of practices to grow its role in both the community and the development process, and question the potential for isolation of community members from other decision-making institutions or associations within the community. Similarly, critiques of the (Flora et al., 2004)² center several issues of applicability and functionality of the framework in practice, and more specifically, the use of the framework in community-engaged processes.

By integrating (Flora et al., 2004)² with the (Bretzlaff, 1979)³ community developers have the opportunity to address these critiques through re-framing their work from a multityped, systemic perspective sensitive to the dynamics of power within communities, attuned to the networks of assets and capitals within communities, and illustrative of the dynamic nature of community development.

Future thought is needed in order to determine the true potential of this integrated model, particularly with its relation to practical tool development, the use of new or existing methodologies for research, and applicability to community-engaged development processes.

REFERENCES

1. Kretzschmar, G. (1979). The Ecology of Human Development. *Journal of Human Ecology*, 1(1), 1-10.
2. Flora, R. S., & Flora, J. S. (2001). *Handbook of Community Development: A Practical Guide to the Field*. New York: Springer.
3. Bretzlaff, G. (1979). Building Communities from the Inside Out: A Field-Based Policy and Strategy for Community's Future. *Journal of Human Ecology*, 1(1), 1-10.
4. Kretzschmar, G. & McNight, J. (1993). Building Communities from the Inside Out: A Field-Based Policy and Strategy for Community's Future. *Journal of Human Ecology*, 1(1), 1-10.
5. Flora, R. S., & Flora, J. S. (2001). *Handbook of Community Development: A Practical Guide to the Field*. New York: Springer.
6. Flora, R. S. (2001). Research Methods for Community Change: A Participatory Approach. *Journal of Human Ecology*, 1(1), 1-10.

Figure 1: Community Assets, as part of ABCD. Adapted from Kretzschmar & McNight, 1993.

Figure 2: Community Capitals Framework (CCF). Adapted from Flora et al., 2004.

Figure 3: Ecological Model of Human Development. Adapted from Kretzschmar, 1979.

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DISCUSSION

Developed in 1993 by Kretzschmar & McNight, (1993)¹ was a critical response to traditional "top-down", needs-based community development approaches. While innovative, several critiques have been levied against the particular approach to development (Kretzschmar and Lavinson, 2002)² argue that the approach is decontextualized, failing to illuminate broader economic, political, or social systems that affect communities. While the approach is intended to be participatory in nature, Maritz and Cunningham (2002)³ warn against the dangers of outside agency-directed efforts, citing community dependency on these organizations; indeed, Insector (2005)⁴ concurs that this approach has the potential to create a parasitic relationship that is more about service-oriented and less about empowerment-oriented.

Community Capitals Framework (CCF) (Flora et al., 2004)² offers a similar approach to (1993)¹ in that it also identifies assets within communities. However, this approach also categorizes these assets within specific categories, or capitals, (Flora et al., 2004)², as discussed by Emery & Flora (2006)⁵, in typically difficult to explain to communities as it is highly theoretical in nature. Similarly, Emery & Flora (2006)⁵ highlight that this particular framework, while useful to researchers, does not lend itself well to use by communities or practitioners, which could lead to the imbalanced relationships pushed by Insector (2005)⁴ and Maritz and Cunningham (2002)³ above.

By integrating (1993)¹ and (2004)² with the Ecological Model of Human Development (1979)³ the integration of (1993)¹ and (2004)² with the Ecological Model of Human Development (1979)³ can potentially alternate some of the critiques levied against the two models posed above.

1. In response to Kretzschmar and Lavinson (2002)², the (1993)¹ not only incorporates assets within its multityped framework, but it equally differentiates broader social, political, and cultural contexts that influence individuals and communities. By introducing relational spaces into the mapping process, i.e. the systems of the (1993)¹, these less tangible influences, which are otherwise not captured through the traditional asset mapping process, can be highlighted and used to form a more nuanced action plan for development.
2. In response to Maritz and Cunningham (2002)³ and Insector (2005)⁴, the (1993)¹ highlights the various networks that exist within communities specifically through the ABCD/CFM. This model can be used to recognize and understand power within the community through the use of specialized methodology called a power analysis, which details, ecologically, the flow of power within the broader systems.
3. In response to Emery & Flora (2006)⁵, again, the ABCD/CFM in particular can help to illustrate the flow of capitals within a community. By categorizing the relationships within the ABCD/CFM on forms of capital, the interactions between assets, institutions, or even other capitals can be easily understood. This visual representation could be helpful in engaging in a more participatory form of analysis, in conjunction with asset-mapping, to determine the best ways of identifying weak capital structures and leveraging assets to address those weaknesses.

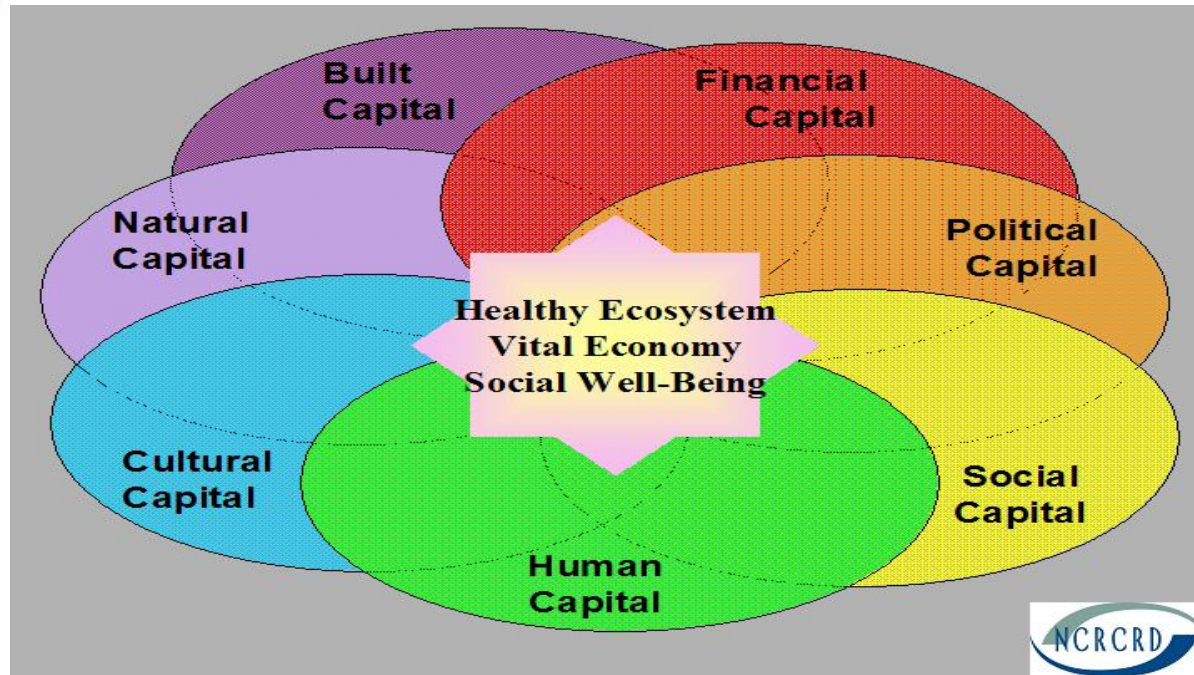
CONCLUSIONS

Systems-based models are not new to the field of Community Development; however, the brief exploration into the specific integration of (1993)¹ and (2004)² with the Ecological Model of Human Development (1979)³ poses intriguing implications for future theory advancement and practice in the field of Community Development. More thought is needed in order to determine the true potential of this integrated model to influence more nuanced tool development, the use of new or alternative research methodologies, and, most importantly, the promotion of equitable and powerful community-engaged development processes. Additionally, the practice of "integrating theories from multiple disciplines" shows promise in understanding and responding to complex issues. Hopefully this poster served to highlight the similarities between two different disciplines as a means of promoting both theoretical and practical interdisciplinary work.

INTEGRATING ASSET-BASED COMMUNITY DEVELOPMENT, THE COMMUNITY CAPITALS FRAMEWORK, AND THE ECOLOGICAL THEORY OF HUMAN DEVELOPMENT: Re-imagining the Principles and Practices of Community Development from a Human Ecology Perspective

https://uwmadison.app.box.com/CDS-Poster

A New Old Idea: Community Capitals



Cornelia Flora, Jan Flora, Susan Fey, Mary Emery

Community Capitals

Natural Capital:

Air, soils, water (quantity and quality), landscape, biodiversity, scenery

Cultural Capital:

Values, language, rituals, tradition, dress, heritage, celebration

Human Capital:

Self-esteem, education, skills, health, creativity, youth, diverse groups

Social Capital:

Leadership, groups, bridging networks, bonding networks, trust, norms of reciprocity

Political Capital:

Inclusion, voice, power, responsiveness, efficacy

Financial Capital:

Income, wealth, security, credit, investment

Built Capital:

Water systems, sewers, utilities, health systems, transportation, housing

Cornelia Flora, Jan Flora, Susan Fey, Mary Emery

Community Capitals and Quality of Life Indicators

- + Natural...environment, recreation and leisure
- + Cultural...arts and culture, community
- + Human...education, health, home, learning
- + Social...community, learning, safety, self-sufficiency
 - Bonding & Bridging
- + Political...community, safety
- + Financial...home, self-sufficiency, work
- + Built...home, environment, recreation and leisure

Questions and Discussion

Resources

- <http://cced.ces.uwex.edu>
- <https://uwmadison.app.box.com/CDS-Poster>
- <http://www.abcdinstitute.org/>
- <http://www.soc.iastate.edu/staff/cflora/ncrcrd/capitals.html>
- <http://srdc.msstate.edu/fop/levelthree/trainarc/socialcapital/communitycapitalstodevelopassets-emeryfeyflora2006.pdf>
- <http://www.communityindicators.net/>
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