

# Using the Community Capitals Framework to Analyze Secondary Data on Community Development



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# Research: An Overview

- **Benedum Foundation**
  - Based in West Virginia
  - Investing in rural communities
- **Interest in maximizing community capacity with limited funds**
  - Commissioned a review of CED successes globally

# Research: An Overview

- Research questions
  - Is CED possible in rural communities with populations of 10,000 people or less?
  - What are the elements of a successful community?



# Research: Methods

- 57 communities included
- Criteria for selection
  - Former English colonies (New Zealand, Australia, Canada, US)
  - Geographically remote
  - Less than 10,000 population
  - Engaged in some form of CED activities
  - Used outside funding for CED
- Employed the use of secondary data analysis
  - Review of communities via the Internet and other media
  - Collection of Census statistics

# Research: The Model

## **Context**

Pre-existing conditions  
and structures

## **Community**

**Characteristics as  
Impetus for CED Efforts**

# Research: The Model

## Context

Pre-existing conditions  
and structures

## Community

Characteristics as  
Impetus for CED Efforts

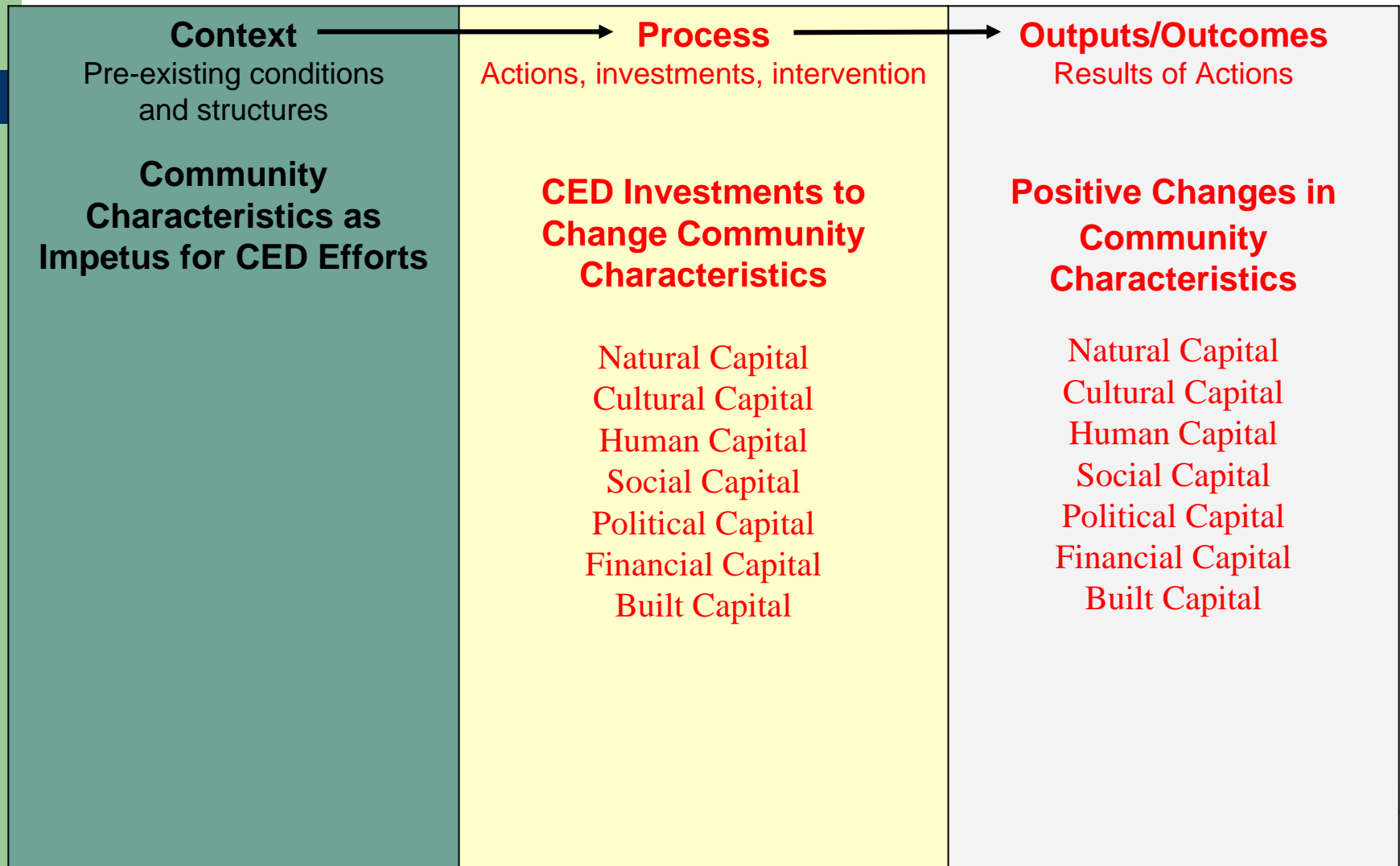
## Process

Actions, investments, intervention

**CED Investments to  
Change Community  
Characteristics**

Natural Capital  
Cultural Capital  
Human Capital  
Social Capital  
Political Capital  
Financial Capital  
Built Capital

# Research: The Model



# Data Classification

- Systematically reviewing information as it relates to Community Capitals Framework
- Coding data as an investment or outcome for each type of community capital

# Financial Capital Examples

- Investments
  - Were any bond issues passed to aid CED?
  - Were foundation grants used as a source of external financial support?
  - Were community revolving loan funds, foundations, or microloans established to aid CED?
- Outcomes
  - Income increased or not from pre-CED year to post CED year

# Built Capital Examples

- Investments
  - Were community facilities used or critical in the CED effort?
  - Were telecommunications critical in the effort?
- Outcomes
  - Was built infrastructure strengthened or enhanced?
    - Communications infrastructure improved
    - Transportation improved
    - Health care, education facilities improved

# Political Capital Examples

- Investments
  - Is there a relationship between CED board members and local town or county government (local government endorsed strategy, provided training, directly involved)
- Outcomes
  - Are there new connections between the community and governments?

# Social Capital Examples

- Investments
  - Number of local and external organizations involved in CED effort
  - There has been public participation/input
- Outcomes
  - Did individuals in the community emerge as leaders who had previously not taken leadership roles?
  - Are community members working together/cooperating more now as a result of the CED effort?
  - New groups formed as a result of the CED effort/action

# Human Capital Examples

- Investments

- Services provided by community organizations including
  - Grant writing
  - Legal services
  - Training

- Outcomes

- Did community members learn new skills in the CED process like grant writing, etc.?
- Did health care improve for community residents?



# Cultural Capital Examples

- Investments
  - Is heritage the basis for the shared identity driving the CED effort?
- Outcomes
  - Are new community festivals held as a result of the CED effort?

# Natural Capital Examples

- Investments
  - Impetus of CED based on preserving natural capital
  - Were environmental assets used or critical in the CED planning/implementation effort
- Outcomes
  - Is natural capital in the community being preserved, conserved, or restored as a result of the effort?

# Research: Results



- Elements common to most or all

- Public participation (SC)
- Multiple local organizations involved *with decision making power* (SC)
- Multiple outside organizations involved as advisors, not decision makers (SC)
- Organizations contributed human capital to CED effort (HC)
- New leaders emerged (SC/HC)
- New connections between community and government (PC)
- CED part of a long-range plan (SC)