

20 Clues to Community Survival*-Community

Rate our community 1 – 4 on each of the following: 1 – Excellent, 2 – Good, 3 – Fair, 4 – Poor

- 1.5 **Evidence of community pride:** our community is a show place of care, attention, history and heritage
- 1.5 **Emphasis on quality in business & community life:** people here believe that something worth doing is worth doing right
- 3.0 **Willingness to invest in the future:** in addition to brick & mortar investments, all decisions are made with an outlook on the future
- 2.5 **Participatory approach to community decision-making:** even the most powerful of opinion leaders seem to work toward building consensus
- 2.0 **Cooperative community spirit:** the stress is on working together toward a common goal and the focus is on positive results
- 3.5 **Realistic appraisal of opportunities:** our community builds on strengths and minimizes weaknesses
- 3.0 **Aware of competitive positioning:** local loyalty is emphasized, but our community knows our competitors and we position ourselves accordingly
- 1.5 **Knowledge of the physical environment:** relative location and available natural resources underscore decision-making
- 1.5 **Active economic development program:** there is an organized, public/private approach to economic development
- 2.0 **Deliberate transition of power to a younger generation of leaders:** people under 40 regularly hold key positions in civic and business affairs
- 1.5 **Acceptance of women in leadership roles:** women are elected officials, managers and entrepreneurial developers
- 1.0 **Strong support for education:** good schools are the norm, and centers of community activity
- 1.5 **Problem-solving approach to providing health care:** health care is considered essential, and smart strategies are in place for diverse methods of delivery
- 1.5 **Strong multi-generational family orientation:** activities include younger as well as older generations
- 1.0 **Strong presence of traditional institutions that are integral to community life:** churches, schools & service clubs are strong influences on community development and social activities
- 1.0 **Sound and well-maintained infrastructure:** leaders work hard to maintain and improve streets, sidewalks, water systems and sewage facilities
- 2.0 **Careful use of fiscal resources:** frugality is a way of life; expenditures are treated as “investments”
- 3.0 **Sophisticated use of information resources:** leaders access information that is beyond the knowledge base available in the community
- 2.5 **Willingness to seek help from the outside:** people seek outside help for community needs, and many compete for government grants and contracts for economic and social programs
- 1.5 **Conviction that, in the long run, you have to do it yourself:** we believe destiny is in our own hands; making our community a good place is a pro-active assignment, and we willingly accept it.

* By Heartland Center for Leadership Development (Lincoln, NE) from research in 18 communities in 14 states. Adapted by Kansas Communities LLC.