

Part 1: Who Should Participate?

Communities are composed of people who get together through small groups and organizations for a common reason. Some people might gather for economic reasons and create a small business; others who love to play a certain sport might form a club or team. In forming your own group for community change, you must consider who should participate and how participants will share leadership roles. Thinking about existing groups within your community and the different facets of leadership is a good way to begin this process.

This section's tips and activities are designed to help you identify who should participate in your group, define the leadership roles participants may take once they become a part of your group, and reflect on a group that you're already working with to see which people from new or underrepresented sectors might be helpful.

ACTIVITY: MAPPING THE SECTORS OF INVOLVEMENT

One way to think about sources from which your group might recruit is to cluster them by sector. Each sector represents people who might participate in your group and work for community change.

OVERVIEW

This activity is designed to produce a picture of the people and organizations involved in community work and the type and level of their involvement.

OBJECTIVES

- To identify the primary sectors that represent the people and groups in the community
- To examine the level of involvement of people and groups in your work
- To inform the direction for building relationships and involvement

TIME REQUIRED

Approximately 1 hour

SUPPLIES

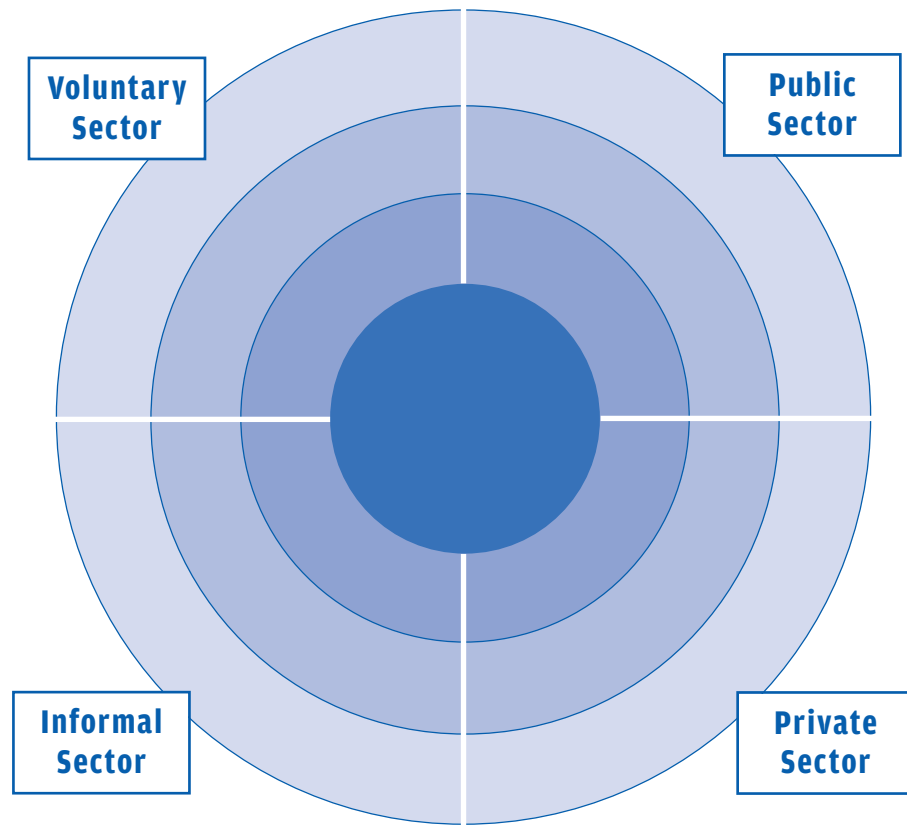
You will need a "sticky wall" for this activity – a large piece of ripstop nylon fabric (ours is approximately 7 feet wide X 5 feet high) coated with adhesive spray. Sticky wall kits are available through the Institute of Cultural Affairs, at www.ica-usa.org, or you can make your own. Ripstop fabric is available at any fabric store; you can buy artist's adhesive spray at most office supply stores. If you're having trouble finding either of those supplies, you can always use spray adhesive on butcher paper rather than the nylon fabric; you can also forgo the adhesive spray entirely and use large Post-it notes on butcher paper or flip chart sheets taped together. Using pieces of tape, divide the sticky wall into labeled sections that represent the sectors of the community, as identified in Step 1 of the five-step process shown below. You will also need a flip chart, markers to write on the flip chart paper, Post-it notes, and **Handout 1A** and **Handout 1B**.

WHAT	TIME	HOW	MATERIALS
<p>Step 1: Setting the context</p>	<p>15 minutes</p>	<p>Tell the group, “Looking at human resources is a complex task. This activity was designed to provide a simple way of examining the people and groups in the community and how they can become a part of our work.”</p> <p>Ask group members to think about some of the organizations and groups in their community and write the names on flip chart paper. Urge the group to think broadly – not just of organizations or groups that have buildings attached to them.</p> <p>Introduce the framework for sectors of involvement. Talk about each of the sectors on Handout 1A. Briefly discuss the unique strengths and challenges that each sector brings. Discuss the areas where the different sectors overlap.</p> <p>Go back to the flip chart and think about where some of the organizations fit in. Important: Ask whether any sectors might be missing. Some communities have identified or split the four-sector framework, creating up to seven sectors that best captured what was going on in their communities.</p> <p>Explain that “for the next 10 minutes, we are going to focus on the organizations and individuals that exist in each sector and examine our group’s relationship with them. This will help us develop a clear picture of how we should move forward in building involvement in our work. At the end of this activity, we will have a plan for identifying all the key people to _____ (fill in task – e.g., “invite to our event”).</p>	<p>Flip chart paper</p> <p>Handout 1A</p>
<p>Step 2: Brainstorming</p>	<p>10 min</p>	<p>Give each participant a stack of Post-it notes. Ask everyone to think of at least one person or organization in each sector and write the name on a note.</p> <p>If you want to highlight the young people you’re connecting with, ask people to write names of youth on a different color of Post-it note.</p>	<p>Post-it notes</p>
<p>Step 3: Filling in the resource map</p>	<p>15 min</p>	<p>Ask all participants to go to the sticky wall and attach their Post-it notes in the category where they fit. After all the notes are posted, read the sections one by one. After you read each section, ask people to write on Post-it notes any additional people or organizations they think should be included.</p> <p>Introduce the levels of the circle from core team in the inner circle to the potential supporters in the outer circle. Ask the group to look at all the Post-it notes and organize them on the wall that way – with close-in people in the center of the wall and less involved people on the outside parts of the wall.</p>	<p>Sticky wall set up as indicated above</p>

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WHAT	TIME	HOW	MATERIALS
Step 3 adaptation (optional)	25 min.	<p>Ask the group to think about what's important about a specific person. Use Handout 1B to describe roles that people play.</p> <p>Ask the group members to return to their Post-it notes on the sticky wall and write LEVER, SYMBOL, DOER, or OTHER on the note.</p> <p>When they've finished, ask additional questions to examine which role is most highly represented in which sectors, and then discuss the implications of this for your group's work.</p>	Handout 1B
Step 4: Reflecting	10 min	<p>Ask a series of discussion questions:</p> <ul style="list-style-type: none"> ■ Which sectors are most full? ■ In which sectors are there gaps? ■ Where are youth most and least represented? ■ How could some of the people who are in the "informed" category be made into direct supporters? ■ What could you do to improve representation in the various sectors? 	
Step 5: Planning	15 min	<p>Make a plan for contacting and connecting with the people you identified. Assign teams to sectors or to individual people and organizations. Make sure that your plan is documented.</p>	

HANDOUT 1A: THE RESOURCE MAP



Here is a description of each sector:

Private Sector: Groups and organizations in this sector are created and supported by private citizens, usually for economic gain. Typically, these are businesses in your community; however, they may also include newspapers, radio stations, and other media.

Public Sector: The public (i.e., local, state, and federal government) supports groups and organizations in this sector. Private-sector organizations include schools, libraries, local government, and Cooperative Extension and other social service agencies.

Voluntary Sector: Run on a voluntary basis, groups and organizations in this sector include non-profit groups, such as Boys and Girls Clubs, and religious groups.

Informal Sector: Groups in this sector are not directly affiliated with an organization or government. Examples include softball teams, card clubs, women's groups, clans, and kinship groups.



HANDOUT 1B: TYPES OF INVOLVEMENT AND ROLES IN THE RESOURCE MAP

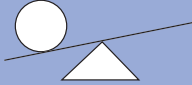


Types of Involvement

Core team members: People and organizations that participate in your group and regularly attend meetings.

Team's direct supporters: People and organizations that don't come to all the meetings (or even most of them) but would support the team by contributing to special events or influencing other community members.

Informed of team's work: People and organizations that haven't supported the team in any way yet but know what the team is doing and planning and could be brought in as supporters.

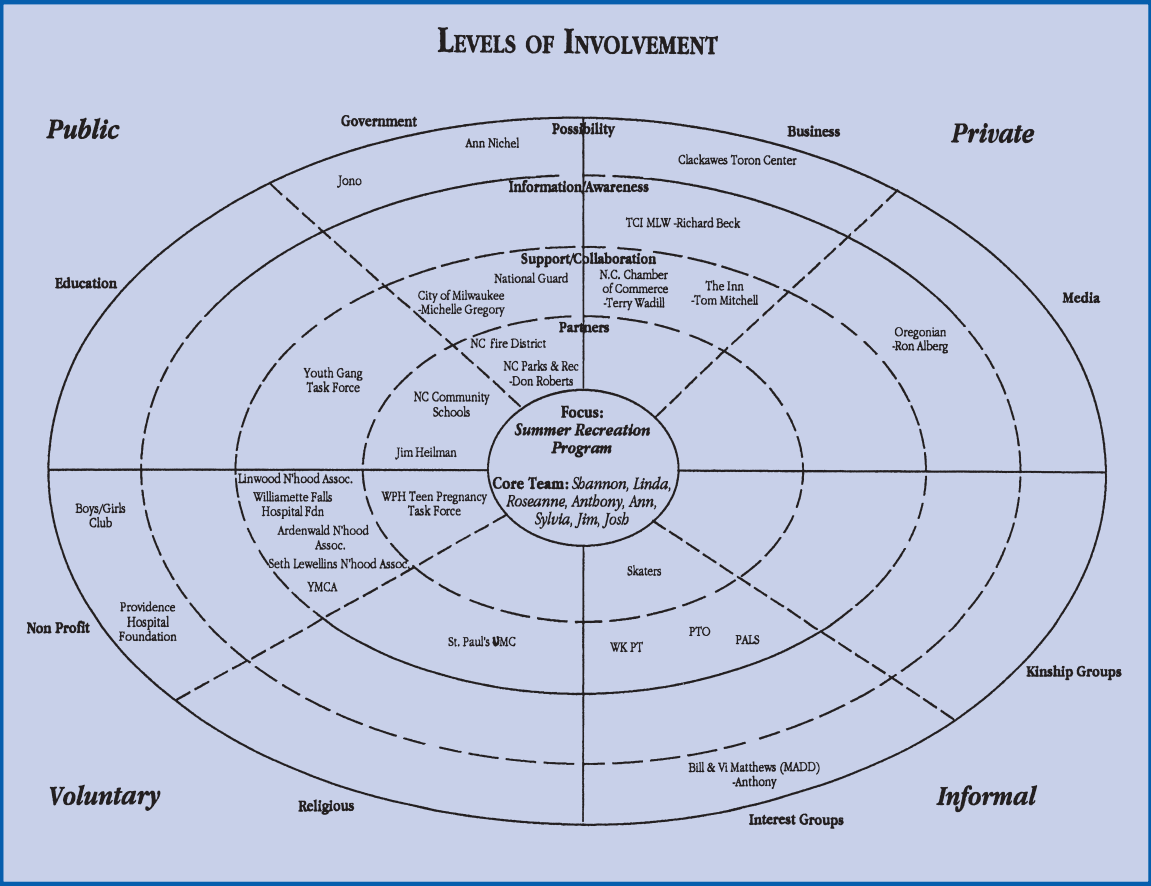
Roles and Relations

LEVER		If this person or group is involved, we will get access to other people or resources or get other people to come.
SYMBOL		If this person or group is involved, it will send a special message to others.
DOER		This person or group will jump right in and help us get the work done.



DOCUMENTING THE RESOURCE MAP

Below is an example of a completed resource map from a community group. Notice how full some of the sectors are and how empty others are.



USING AND REUSING THE RESOURCE MAP

Step 5 in creating a resource map is to make a plan for contacting and connecting with the people and organizations you identified in the various sectors. This step puts the resource map into action and can help organize your efforts to gain support for your work. It should not be the final step, however. Here are some additional ways you can use and reuse your resource map:

- If you created your resource map during the building readiness phase, you can use it during later phases to see how far you've come in involving people from various sectors and shifting some potential supporters to real supporters or team members. As your group's work gets fully under way, create a new resource map. Reflecting on the differences and similarities between the old and new versions of your resource maps will help you identify areas where you have made progress or are stuck.
- If you created a resource map as a way to recruit people to a specific activity, you might want to think about making a new resource map for other activities.
- If your resource map was created as a way to look at the people and organizations that are generally connected to your group, you might want to make a new resource map for a specific activity.