

PROJECT DEVELOPMENT WORKBOOK

This workbook will walk you through our project planning process, helping you work towards the goal of successfully completing your community-based project.

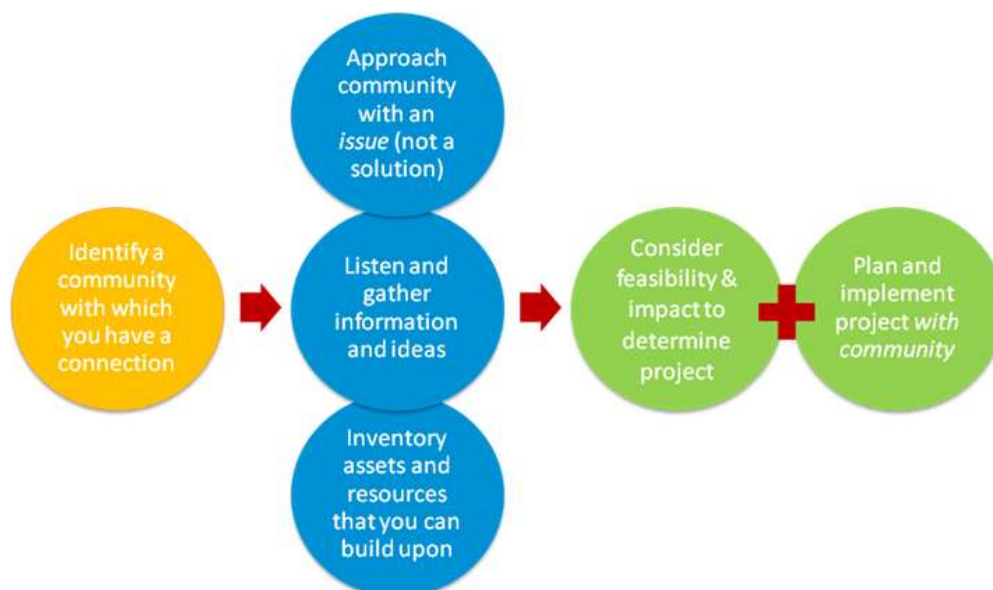
Remember the C3 project criteria as you move through this process. Your project must:

- Involve and serve a defined community of people, including a project team and a project audience.
- Provide measurable environmental benefits.
- Include a communication and/or education component.
- Demonstrate your leadership skills, including management and community outreach.
- Be approved by your C3 project liaison before implementation.
- Utilize resources from C3, though additional resources can be leveraged from other sources.

STEP 1: IDENTIFY YOUR COMMUNITY

First, we will think about the community/audience for your future project. Who do you wish to engage?

Complete the Consider Your Communities on the next pages; it will help you with the yellow bubble in the diagram below representing our project process.



CONSIDER YOUR COMMUNITIES!

We are all part of many communities. Some of our communities matter more to us than others at different times in our lives and our involvement in them can change. Brainstorming the different communities of which you are a part can help you tap into your networks to complete your C3 projects. With which communities do you identify? With which communities might your project team members identify? How might you engage these communities in your project?

Communities of...	<ul style="list-style-type: none">• Share...• List your community (or communities!) of this type on the blank line!
Geography	<ul style="list-style-type: none">• Physical boundaries of a place: neighborhoods, cities, or regions.• Your communities: _____
Affiliation or Interest	<ul style="list-style-type: none">• Common set of values or concerns, ranging from hobbies to issues you really care about• Your communities: _____
Profession or Practice	<ul style="list-style-type: none">• Specific knowledge of an occupation, skill, or trade• Your communities: _____
Family/Kin	<ul style="list-style-type: none">• Relationships through family/marriage/friendships• Your communities: _____
Identity	<ul style="list-style-type: none">• Gender, race, or other individual characteristics• Your communities: _____
Circumstance	<ul style="list-style-type: none">• Experience (e.g., surviving a flood, managing a disease)• Your communities: _____
Faith	<ul style="list-style-type: none">• Belief system, customs, religious or spiritual practice• Your communities: _____

Adapted from:

Doberneck, D. M., C. R. Glass, and J. Schweitzer. "From Rhetoric to Reality: A Typology of Publically Engaged Scholarship." *Journal of Higher Education Outreach and Engagement* 14.4 (2010): 5-35.

STEP 2: BUILDING YOUR PROJECT TEAM

Next, we will think about who might work with you on your project. Generate a list of people you'd like to reach out to in order to assess their interest in partnering on your project. Using your "Consider Your Communities" worksheet, list some communities with which you are connected in the far left column. Then, for each community, consider a sustainability issue you might be interested in exploring. Identify a person (or several people!) for each community who might be interested in working with you, then consider how you might broach the subject with them (e.g., Phone call, email, in person? What will you say?). Feel free to continue brainstorming on another sheet of paper if there's not enough room below!

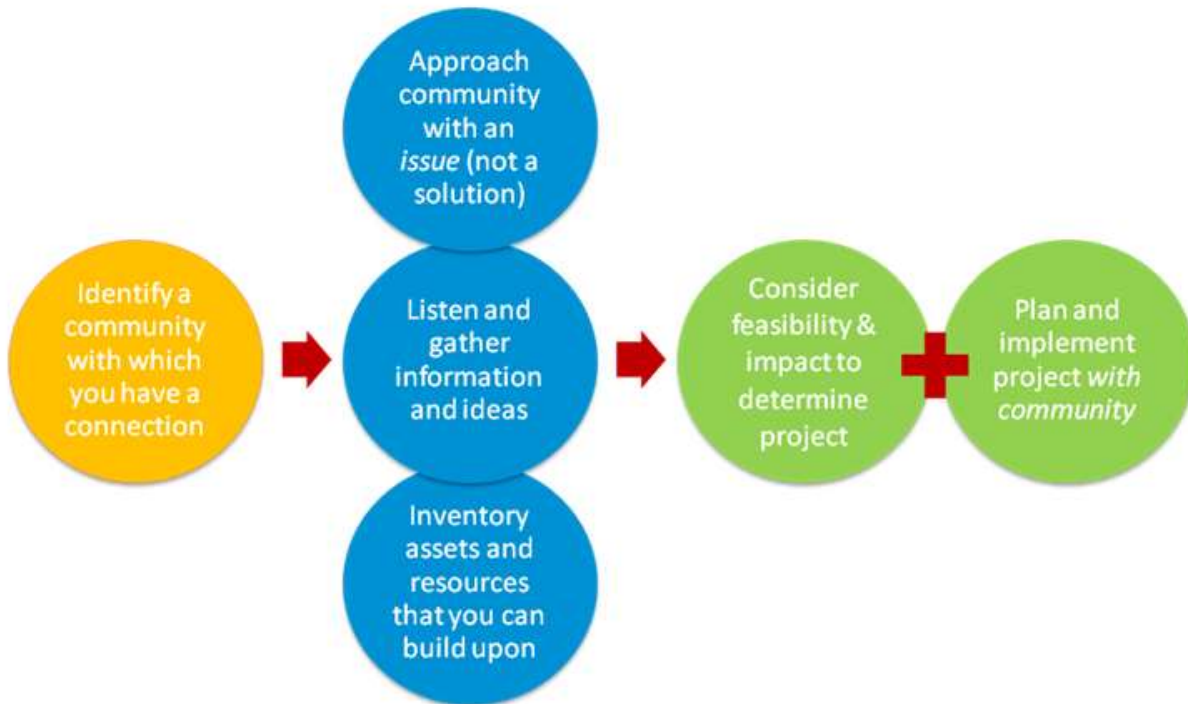
Community	Issue	Contact	Plan for Reaching Out

Now that you have identified some folks who might be willing to work with you, make initial contact. It's OK to reach out to several different people at once. First of all, they might all be interested in working together (if you're approaching them about the same issue). Second of all, you are not making any commitments at this stage – you are exploring possibilities. Thirdly, you can always complete multiple projects (but only one at a time)!

Who did you contact?	When did they respond?	Notes about specific comments/your reflections	Next steps

STEP 3: BRAINSTORM WITH YOUR PROJECT TEAM

You've successfully made contact with some folks. Now it's time to gather together your project team and start brainstorming. Now you're working on the blue bubbles in this project process diagram.



Ask yourself these questions:

- When is your first meeting?
- Who is invited to the meeting? How will you invite them?
- Which sustainability issue(s) do you plan to discuss?
- What are the goals of your meeting (i.e., what do you hope to have accomplished by the end of the meeting)? **Note: We strongly encourage you to start with the asset mapping activity found on the next two pages!**
- Which tools do you plan to use and how? For example, do you need an agenda? Do your project team members know each other or do they need an icebreaker? Are you coming together from diverse perspectives and Collective Social Learning might be a good starting point? Are you focused on a specific behavior you'd like to change and so you might use the Community-Based Social Marketing worksheet? (Don't remember these tools from your training? Email c3@naturemuseum.org and we'll send them along.)
- How will you decide when your next meeting will take place?

Asset Mapping

Adapted by C3 Staff from Using Community Capitals to Develop Assets for Positive Community Change
by Mary Emery, Susan Fey, and Cornelia Flora - North Central Regional Center for Rural Development

For C3 projects, we use an asset-based approach. We want to focus on the good things in your communities and build on them.

When communities begin their planning processes, groups from the community often get together and begin talking about change in terms of what needs to change, and how they are going to make those changes. In many communities, these conversations are stunted because there may be individuals or a whole group of people in the community who do not embrace change. This acceptance of the futility of action to support positive change results in an end to the conversation or continues in a long discussion about all of the problems in the community, with no discussion of possible solutions. When communities allow this behavior, progress cannot occur and people become frustrated.

Asset mapping counteracts these negative conversations. We begin the conversation by asking participants to point out the positive aspects of the community instead of working from the negative “problems” in the community. Once community members are excited about what they have to work with, they can begin to think about an even brighter future by working from existing assets.

According to the Canadian Rural Partnership: **“Assets are what we want to keep, build upon, and sustain for future generations.** Assets can be physical things like a building, a local swimming pool, or a 150-year-old tree in the town square; assets can also be intangible, like the work that volunteer groups do to beautify the main street or raise funds for the food bank.””Here are some questions that might get you thinking about assets:

- What kinds of clubs are you part of?
- Are there organizations you work with?
- Who is your employer?
- If you wanted to get the word out to “people” about something, who do you think you could reach (e.g., specific audiences)?
- If you wanted to get the word out about something electronically, how would you do it (e.g., social media, listservs)?
- Where do people go to hang out?
- Who do you see on a daily/weekly/monthly basis and how/why?
- What networks are you part of?
- What events do you attend?
- What do you celebrate? With whom?
- What is your favorite thing to do?
- Who do you know who can do something cool/useful (and what is it)?
- What are some skills you bring to the table?
- If you want to spend time outdoors, where do you go?
- What are some important local natural resources?
- If you were going to host an outdoor workday, where would you host it and what would you do?
- Who might donate something to you?
- What tools do you have access to?
- What businesses might have something to offer?
- Where could you host a meeting?
- Who has been elected to a position where they serve you?
- Who are decision-makers?
- Can you name some city departments or government agencies?

Asset Mapping

What are some of the assets you might find in your community?

Start brainstorming now and add to this list as you discover new assets in conversations with your partners and project team.

NATURAL ASSETS parks, green space, landscape features, natural features	CULTURAL ASSETS festivals, events, multi-lingual populations, strong work ethic	HUMAN ASSETS skills and abilities, either of specific individuals or whole groups	SOCIAL ASSETS clubs, organizations, networks, groups – how people come together	POLITICAL ASSETS elected officials and government groups in your community	MATERIAL ASSETS ("stuff and spots") in-kind donations, meeting spaces

Hopefully, some ideas have emerged as you've met with your team. Complete this **Project Brainstorming Tool** to practice turning issues into solutions into projects. (If you don't have any project ideas yet, you might need to meet with your project team again.) We find that these Project Brainstorming Tools can be effective at comparing projects as you move onto the green bubbles in the aforementioned project planning diagram.

<p>Community issue my project would address:</p>	<p>The audience I would engage:</p>
<p>My project planning team includes:</p>	<p>I would use these community assets:</p> <p>(Check your asset map for ideas!)</p>
<p>By the end of my C3 project, I want my audience to be able to insert action here and know all about insert info/issue/topic here.</p>	
<p>Event location ideas:</p>	
<p>Specific tasks to accomplish before the project date:</p>	<p>Materials to order from C3:</p>
<p>Some ways I will measure this project's impact:</p>	<p>I would consider this project a success if:</p>

STEP 4: PROPOSE YOUR PROJECT

Your next steps for completing your C3 project are to:

1. Complete a project proposal at www.naturemuseum.org/C3ProjectProposal.
2. Email c3@naturemuseum.org so we know you have submitted a proposal.
3. Await feedback from your assigned staff liaison.
4. Start implementing your project, keeping in touch with your liaison.
5. Order your project materials at least two weeks before you'll need them in-hand.
6. COMPLETE YOUR SUPER AWESOME C3 PROJECT! Woo!
7. Submit a final report at www.naturemuseum.org/C3FinalReport.

You can check out the guidelines for ordering materials and other helpful documents at www.chicagoconservationcorps.org/leader-resources. Contact us any time with your questions!