



August 2011 - Special Post Conference Edition

## Vanguard E-News Bulletin

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### CDS 2012 Conference July 23-25, Cincinnati, OH

*"Sustaining Community through Innovation and Entrepreneurship"*  
Focus on local foods and arts, community engagement and learning,  
campus-community partnerships, and comprehensive community initiatives

[More information on the 2012 Conference](#)  
[More information and call for presentations](#)

#### In This Issue

[CDS Spotlight](#)

[2012 CDS Election](#)

[CD Resources](#)

[Conference and Meetings](#)

[News from CDS](#)

[CDS UpFront](#)

#### President's Update

I have thought much about what I wanted my first message to the Community Development Society to communicate. I have thought about the excellent conference that we had with the Rural Sociological Society. I ruminated on the service of our past Board of Directors and the wealth of talent, experience, and energy of the new Board. I have thought about my role as president of CDS and the upcoming year with its accompanying challenges and opportunities. I have contemplated on the economic, social, geopolitical, and ideological issues that face developers every day. I have thought of the opportunities that await us in Cincinnati, OH with the 2012 conference.

After thinking long and hard about these potential topics during my 12+ hour trip from Boise to Hattiesburg, MS, I have instead decided to issue a call to all of my fellow community and economic developers. Development by definition is an action-based activity. As a result, I would like to encourage all of us to take the lessons learned from the



[CLICK HERE for CASNR Online Programs.](#)

### Vanguard Advertisements

In the past, the Vanguard has accepted advertising that complements the mission and goals of the Community Development Society. The board has decided to continue this practice. Square ads will be run in the smaller left hand column of the Vanguard. The single issue ad rate will be \$45. Ads for four issues will be discounted to \$40 each. For more information, contact [Lori Landry](#).

### CDS Spotlights Members

As part of the CDS membership campaign, the Membership and Marketing Committee has initiated its Member Spotlight on the CDS website. Located under JOIN, this page puts the spotlight on CDS members, and their interests and areas of expertise in the community development profession. Each month the CDS will spotlight new members, gathering the information from the [membership survey located here](#). If you have not already completed this survey, please do so, and maybe you will be the next member in the spotlight!

[Click here to view the CDS Member Spotlight](#)

### 2012 Election

*Please send your nominations!*

conference and our excellent publications and to teach others the skills, tactics, strategies, and mechanisms to promote sustainable, holistic development. This may take place in the communities wherein you serve.

Additionally, I would invite you to prepare a presentation or poster for the 2012 conference so that others can learn from your experiences and expertise. I would also invite you submit those lessons learned to our publications that we might learn from each other. The *Vanguard*, *Community Practice*, *The Journal of the Community Development Society*, and *CD Cases* all represent mechanisms for us to contribute to the growing body of literature on community development. We also have blogs, especially on the CDS website, and a range of other electronic publishing outlets for us to share our knowledge. The bottom line is to share what we have learned to those that can benefit from these lessons learned.

As we observed from the Arab summer, change is going on all around us. Rather than sit back and observe, let's get involved and promote proactive, representative, asset-based, inclusive, sustainable, and equitable development. Remember that a socio-political-economic revolution often starts with one voice crying out for change. I am filled with hope at this prospect. May we be that mechanism for positive, sustainable change is my charge to all of the members of the Community Development Society and its sister organizations.

**[Brent Hales](#)**  
**President**

### News from CDS

#### CDS Looking Forward to 2012 and Beyond

*Agenda by Past President Norm Walzer and commentary by Timothy Collins*

*Immediate past President Norm Walzer set an ambitious agenda, "Doing Different Things and Differently" at the 2010 board meeting in New Orleans. Much of this agenda has become part of our process of continuous improvement, and with few exceptions noted in the table below, the organization has made significant progress. We can look back and say, "It was a very good year." Thanks, Norm, for your vision and drive.*

#### Proposed Goals (and Approaches)

- **CDS Is the "Go To" Place for Professional Resources** - completed
  - Monthly Vanguard Lists Current Professional Resources
  - Broader Journal Coverage

The Community Development Society is seeking nominations for the Board of Directors. Upcoming elections will include the Vice President of Operations and three open Board Member positions.

Board members serve three-year terms. Nominations (including self-nominations) of current CDS members should be sent to John J. Green via email at [jjgreen@olemiss.edu](mailto:jjgreen@olemiss.edu). Please include each nominee's name, title, organizational affiliation and contact information.

## CD Resources

### [Rural Economy and Land Use Programme, UK](#)

Rural areas in the UK are experiencing considerable change. The Rural Economy and Land Use Programme (Relu) aims to advance understanding of the challenges they face. Interdisciplinary research is being funded from 2004-2011 in order to inform future policy and practice with choices on how to manage the countryside and rural economies.

### [Transition Network, UK](#)

Supports community-led responses to climate change and shrinking supplies of cheap energy, building resilience and happiness.

### [RUPRI Rural Futures Lab](#)

The Lab aims to use this site to engage people and organizations across the country in conversations about the future of rural America. On the website, you will find new materials on local and regional food systems, transitions to alternative energy, and the future of disability in rural communities. RUPRI also is building a portfolio of profiles

- Book Series on Innovative Practices/ Special Issues to Books
- Communication With Members Using Social Networking Media
- Webinars on Current Issues
- Arrange Regular CD Practices on Innovative Approaches
- Upgrade and Expand Web Site

*Significant progress made in all of these areas now offers the opportunity for CDS to become more visible in professional circles. These activities also form the core of CDS efforts to serve members better. For more information, see points 4 and 5.*

- **CDS Is on More Sound Financial Status - completed**

- Dues Updated to Reflect Service Increases
- Administrative Costs Were Decreased
- Board Members Absorbed Costs of Travel
- Reduce Costs of Journal and/or Increase Revenue from Print
- Two Special Issues Per Year with External Funding
- Tighter Budget Monitoring and Decisions
- E-mails and Phone Contacts to Encourage Membership Renewals
- Continued Expansions of Endowment and Recognize Benefits
- Make Conferences Self-Supporting

*CDS, like most organizations, is dealing with changing economic times that have had a negative impact on finances. The board made major strides to adapt the organization to these pressures, making it more efficient and increasing services to members.*

- **CDS Operates with Current Procedures and Practices - completed**

- POG is Updated
- By-laws are Current
- Long-term Planning for Future Conferences
- A Leadership Program to Encourage Participation by New Members

*The board engaged in considerable housekeeping to increase administrative efficiency and practice due diligence.*

- **Stronger Ties with Other Professional Agencies (e.g.**

and case studies on important on-the-ground initiatives. The Lab's bi-weekly blog will feature contributions from rural thinkers and practitioners from around the nation.

## Conference and Meetings

### [Missouri Extension Community Development Program Community Development Academy](#)

September 19-23, 2011 St. Louis, MO  
March 26-3, 2012, St. Louis, MO

### [Financing Sustainable Housing & Community Development](#)

September 19-20, 2011, San Francisco, CA

### [Tamarack's Communities Collaborating Institute: Leadership That Transforms Communities](#)

October 3-7, 2011, Calgary, AB, CA

### [NCBA's Annual Meeting and Cooperative Conference: The Power of Cooperative Principles](#)

October 5-7, 2011, Minneapolis, MN

### [University Economic Development Association 2011 Summit](#)

October 9-11, Indianapolis, IN.

### [2011 Community Capitals Institute](#)

*Community capitals and measurement; evaluating system change and engagement strategies*

October 10-11, Des Moines, IA.

### [Green Economy and Sustainable Development Conference: Bringing Back the Social Dimension](#)

October 10-11, 2011, Geneva, Switzerland

### [2011 National Association of Seed and Venture Funds Annual Conference](#)

October 17-19, 2011, Arlington, TX

### [International Forum on the Social](#)

## NACDEP, IACD)

- International Newsletters with IACD in 2011 - completed
- Pending Discussions with NACDEP (Extension) - in progress
- Incorporated "Community Change Team" (added new members) - in progress
- Identify Other Affiliated Organizations - ongoing
- Continue Discussions with CDI and Related Groups - ongoing

*CD is a diverse profession with numerous opportunities for working with other organizations. This is an ongoing effort as part of making CDS a "Go To" place for professional resources (#1).*

### • **Improved Member Relationships According to Survey Results**

- Build Stronger Ties with New Members - ongoing
- Host Social Networking Sessions at Conferences completed
- Update Technology Applications and Encourage Use of Blogs - technological updates in place and available for member use
- Host New Member Session at Conference - needs to be addressed
- Welcome Letter to New Members After Conference completed
- Actively Try to Encourage New Members to Serve on Committees completed
- Expand Social Networking Links to Appeal to Younger Participants - ongoing
- Monthly Columns in Vanguard by President and Committee Chairs completed
- Strengthen Awards and Recognitions of Members completed
- Publicize Scholarships and Support to Members from Endowment completed

*All of these are ongoing activities that need to be sustained by board and committee members with help from membership. They are crucial to serving members and making them feel welcome to CDS. In the long run, these efforts should improve the organization's visibility and viability.*

### • **CDS Members Are Current on Major Issues**

- Activate and Support "Emerging Grass Roots

### [Solidarity Economy \(FIESS\)](#)

October 17-20, 2011, Montréal, QC, CA

### [Rural Economy and Land Use Programme: "Who Should Run the Countryside"](#)

November 16, 2011, Gateshead, UK on 16 November 2011.

### [Future Cities 2011](#)

December 15-16, London, UK

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Issues" Committee - mixed success, ideas generated, not implemented; focus might be in policy areas affecting CD.

- Present Webinars and Training Events at Least Quarterly - High quality webinars developed with mixed success in marketing, variable participation. The board remains committed to webinars and is working on new delivery and marketing methods.
- Use Social Networking Techniques to Communicate and Deliver Services -ongoing, but more intensity needed
- Produce Quarterly CD Practice Series - in progress
- Issues of Journal Based on Conference Themes and Presentations **completed**
  - Disaster Recovery (2012)
  - Community Change (2012)

*This area is particularly challenging because it requires intensive efforts from members who are volunteers and have work responsibilities. When members are able to commit themselves in these areas, CDS can be highly successful in advancing the member's career and the good of the society. Despite some mixed successes, dedicated members have helped move these areas forward*

#### ***Additional Possible Approaches***

1. Review Committee Structure and Share Successes with Members - ongoing
2. Actively Spotlight Accomplishments of Members on a Regular Basis - under consideration
3. Allow Members to Contribute Financially to Operational Finances of CDS - under consideration
4. Look for "BreakThrough Approaches" to Energize Participants - ongoing

***Community Development: Journal of the Community Development Society Is Searching for a New Editor***

[The CDS Board Recently Approved By-Laws Revisions](#)

**Check Out the Most Recent Edition of CD Practice**

Topic: "The Use of Social Networking in Community Development."

**Public Health and Community Development: Special Issue of the CDS Journal**

View the special issue Table of Contents and access [free articles](#).

### **CDS Website: Blog and Other Social Networking Features**

A new blog has been installed on the CDS website. Click on the tab "Easyblog" to get started. To learn more about how the blog works, and all of the feature and functions, you can view a video [tutorial](#). If you have suggestions or ideas, please do not hesitate to contact Communications Committee Co-Chair [Paul Lachapelle](#).

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## **CDS UpFront**

### ***CDS-RSS Futures Session at the Boise Conference***

*By Timothy Collins*

*CDS Upfront will be back in its usual format of recent news next month. Following is an analysis of a discussion about ways the Community Development Society and the Rural Sociological Society could work together. It is based on a session at the recent joint CDS-RSS meeting held in Boise, ID, on July 31. CDS President Brent Hales and RSS President Conner Bailey led the discussion.*

CDS, like so many other professional societies, including the Rural Sociological Society, is undergoing tremendous transformations that offer challenges and potential growth. Both organizations have shared roots in rural life and communities. They have moved in ways that are somewhat parallel, but sometimes divergent, especially when it comes to linking practice and research. This session focused on if and how the organizations might collaborate in the future.

At first glance, this is a good idea. The organizations clearly complement each other not only in terms of our shared heritage, but in terms of the very real differences in the way we approach community in theory and in practice. On one hand, CDS, in its more than 40-year history, has become perhaps more practice oriented, but constantly strives to balance research and practice at its meetings. RSS, on the other hand, has deep roots in community research and practice, but has, become more research oriented, especially in the area of empirical studies. Both are interested in building knowledge that is applicable, but the approaches differ.

It seems there is almost always a tension between research and practice in the social sciences because of different goals and objectives, as well as language. This is understandable, partly because research tends to be a patient process that takes time to unfold, while practice is a response to immediate or foreseen issues and opportunities. This tension can be leveraged to

provide improved collaboration.

More important, however, is the need to sort out the immediate differences in organizational and disciplinary culture related to the pursuit, understanding, and application of knowledge. This is a matter of communicating two languages in three related areas:

- One, emphasized in rural sociology, is empirical research, a combination of mathematics and English that can be difficult to understand for those who are not trained in interpreting these methods. While information can be gathered in the field, it usually relies on quantifiable measures that result from tested methods of scientific observation and analysis.
- Community development research can be empirical, but knowledge has historically been built on fieldwork case by case. Like their counterparts in rural sociology, CD researchers sift the information from their body of knowledge, looking for patterns and anomalies that make sense.
- Community development practitioners use research-based training to apply tools that might work under some circumstances, but not others. Repeated field experience is a substitute for repeated empirical testing and transferability. Experience helps practitioners determine what tools to use when, to assess what is working and what is not in real-time conditions, often flying by the seat of their pants.

The experiential and qualitative nature of learning and knowledge building from CD research and practice is sometimes questioned because it may not pass the test of empirical rigor and may be viewed as not transferrable (generalizable) from place to place. In fact, however, knowledge gathered experientially and qualitatively from the field is transferred all of the time, adapted to particular places and perhaps in more informal settings.

In fact, all of these approaches are a combination of science (defined as a systematic approach to gaining knowledge) and an art, learning how to sort through that knowledge and adapt it to varying circumstances.

The real problems come from how we communicate the knowledge among different areas in terms of cultural distance from one another. In some ways we are like British and American English. They are the same languages, sort of.

CDS and RSS, with their common heritage and different approaches to community development can work together. In some ways, given limited resources and the steep and rapid trajectory of community change, they need each other now more

than ever. If we can't all learn each other's language, which certainly would be good, then we need to develop ways to translate our different languages and enhance the trust in different methods of knowledge gathering and analysis.

We are engaged in an ancient discussion blossoming again in new and often perplexing times. A collaboration between CDS and RSS where we build mutual respect for our common, but differing traditions and approaches to seeking and using knowledge could become a source of strength for both organizations.

*It is only fair to point out a potential bias on my part. RSS was my first professional home but I moved to CDS because of its efforts to link research with practice. I speak the language better. Opinions and nuances expressed here, if any, are mine and mine alone and may or may not reflect the opinions of other CDS board members, the CDS board, or the Illinois Institute for Rural Affairs, where I work as assistant director.*

[Comments, Suggestions, Submit an Article](#)

## Do you have something to share?

We welcome member input and articles for our Vanguard e-news bulletin. If you have something that you would like to get out to the entire membership, or if you have comments or suggestions, send them to [CDS@assnoffices.com](mailto:CDS@assnoffices.com) with subject e-news bulletin. We will do our best to accommodate your articles in a timely manner.

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