What Makes an Award Winning Community Development Program?

Michael Dougherty
2015 CDS Conference
Lexington, KY
Presenter’s Awards Involvement

- CDS Awards Committee member since 2009
- NACDEP Recognition Committee since 2010
- NACDEP Recognition Chair since 2012

- Other Awards/Honors Judged
  - NACAA (communications efforts – 2013 & 2014)
  - CDS (posters presentation – 2013)
  - WVU Davis College (grad research – 2009, 2011, & 2012)
  - WVU Extension Service (4-H projects – 2010 & 2012)
  - SEDC (economic development – 2008)
Programs and Awards

- Most programs never considered for “awards”
- Known at local (focused) level
- Objective is to make a difference in their place
- Recognition/reward comes in “job well done”

- Some awards programs exist at various levels
- Several groups give national awards
Methodological Approach

• Identify national-level community development-related entities and organizations
• Determine if awards process exists, whether awards process honors community development
• Review available relevant information on recent award winning programs and activities
• Describe common elements found in the various award-winning community development efforts
Organizations Considered

- Community Development Society
- National Association of CD Extension Professionals
- Community Development Council
- National Development Council
- National Community Development Association
- National Association of Development Organizations
- Novogradac Community Development Foundation
- International Economic Development Council
- National Association of Housing & Redevelopment Officials
Organizations Not Examined

- Community Development Council
- National Community Development Association
- National Association of Development Organizations
- Novogradac Community Development Foundation
- National Association of Housing & Redevelopment Officers
Organizations Not Examined

• Community Development Council
  – Does not operate an awards program

• National Community Development Association
  – Required use of CDBG or HOME funds
Organizations Not Examined

- National Association of Development Organizations
  - Resembled “seal of approval” (multiple Innovation Awards)
- Novogradac Community Development Foundation
  - Recognized low-income-specific community investments
Organizations Not Examined

- National Association of Housing & Redevelopment Officials
  - Focused on housing as development/revitalization activity
Organizations Reviewed

- Community Development Society
- National Association of CD Extension Professionals
- National Development Council
- International Economic Development Council
Organizations Reviewed

• Community Development Society (CDS)
  – Looked at Innovative Program and Outstanding Program
  – Team must have at least one CDS member
  – Review committee, board makes determination
  – Other awards honored research, service, and/or individual achievement
2015 Innovative Program

• Community Heart and Soul (Orton Family Foundation)

• Design Assistance Team Program (American Institute of Architects)

• Marketing Hometown America (ND State Univ. Ext., SD State Univ. Ext. & Univ. of Nebraska-Lincoln Ext.)

• Missouri Community Arts Program (MU and MU Extension)

2015 Outstanding Program

2014 Innovative Program
2013 Innovative Program

• Great Community Book Read (SD State Univ. Extension)

• Stronger Economies Together (Southern Rural Development Center)

2012 Innovative Program

• Kansas PRIDE Healthy Ecosystems – Healthy Communities Program (Kansas State Research & Extension)

2012 Outstanding Program

• Community Development Council (Community Development Council)
Organizations Reviewed

• National Association of CD Extension Professionals (NACDEP)
  – Looked at Excellence in Teamwork Award, Cross-Program Award (Team), Excellence in Community Development Work Award (Team)
  – Team must have 40%-50% NACDEP members
  – Committee(s) review and score applications
  – Other awards honored service, individual achievement, too focused (diversity, creativity)
2015 Award for Excellence in Teamwork

• SR 530 Mudslide Recovery Team (Washington State University Extension)

• From an Armory to a Business Incubator (Alabama Cooperative Extension Service)

• On-Farm Solar Energy Development (Ohio State University Extension)

2015 Award for Excellence in Comm. Dev.

2015 Cross Program Award
2014 Award for Excellence in Teamwork

2014 Award for Excellence in Comm. Dev.

2014 Cross Program Award

- Marketing Hometown America (ND State Univ. Ext., SD State Univ. Ext. & Univ. of Nebraska-Lincoln Ext.)

- Post-Disaster Recovery & Community Capacity Building and Development (University of Florida, IFAS)

- A Community-Designed Healthy Urban Food System (Ohio State University Extension)
2013 Award for Excellence in Teamwork

2013 Award for Excellence in Comm. Dev.

- Community and Economic Development Initiative of Kentucky (CEDIK) (University of Kentucky Cooperative Extension)

- CEDIK Community Health Needs Assessments (University of Kentucky Cooperative Extension & CEDIK)
2012 Award for Excellence in Teamwork

2012 Award for Excellence in Comm. Dev.

• Food for Profit (Penn State Ext., Univ. of Maryland Ext., & WV Univ. Ext.)

• “Keep Growing” – A Grass-Roots Economic Development Effort (UVM Cooperative Ext., UNH Cooperative Ext., & USDA Rural Development)
Organizations Reviewed

• National Development Council (NDC)
  – Looked at Project Award in Community Development
  – Reviewed 2011, 2013, 2015 (given biennially)
  – Team must be NDC member or have NDC-member sponsor
  – Finalists named, winnowed down to semi-finalists who present in showcase, winners voted on at conference
  – Other programs more associated with housing, financing, and job development
2015 Winner

2013 Winner

2011 Winner

• Shreveport (LA) Commons

• Anchorage (AK) Community Land Trust

• Evergreen Cooperative Laundry (Cleveland, OH)
Organizations Reviewed

• International Economic Development Council (IEDC)
  – Looked at Neighborhood Development, Human Capital, Sustainable & Green Development
  – Discount in submission fee for IEDC members
  – Judged by committee, honored in population categories
  – Other program awards more associated with economic development or investment
  – Other categories involved media, promotion, partnership, and individual leadership
2014 Human Capital

- Manufacturing a Future that Works (Lincolnton, NC) [pop 25k-50k]
- Connector Program Goes National (Halifax, NS) [pop 200k-500k]
- Alamo Academies (San Antonio, TX) [pop 500k+]

2014 Sustainable & Green Dev.

- Converse (TX) Goes Green Day [pop under 25k]
2013 Neighborhood Development

2013 Human Capital

- Uptown (Cincinnati, OH) Consortium [pop 25k-200k]
- Washington Park (Cincinnati, OH) Renovation & Revitalization [pop 200k-500k]
- Switzerland County (IN) Eco15 [pop under 25k]
- Opportunity Dubuque (IA) [pop 25k-200k]
- CareerEdge Funders Collaborative Workforce Development Initiatives (Bradenton, FL) [pop 200k-500k]
- Strategic Human Resources Imitative (Pittsburgh, PA) [pop 500k+]
• Camden (NJ) POWER Program [pop 25k-200k]

• Great Streets Neighborhood Business District Program (Minneapolis, MN) [pop 200k-500k]

• Work Hard – Work Smart (Wichita Falls, TX) [pop 25k-200k]
• Halifax Connector Program (Halifax, NS) [pop 200k-500k]
2012 Sustainable & Green Dev.

- Benicia (CA) Sustainability Management Program “Business Saves” [pop 25k-200k]
- Petal Project (Dubuque, IA) [pop 25k-200k]
- WORKshift (Calgary, AB) [pop 500k+]
- Solar Zone at the UA Tech Park (Tucson, AZ) [pop 500k+]
• EastSide Phases I, II, and III (Pittsburgh, PA) [pop 25k-200k]
• Orlando’s (FL) Pathways for Parramore Initiative [pop 25k-200k]
• IBIZ District’s (San Antonio, TX) [pop 500k+]
• Greater Dubuque (IA) Development Workforce Initiative [pop 25k-200k]
• Innovation Works (Pittsburgh, PA) [pop 500k+]
• Sustainable Lisle (IL) Business Partnership – “Green by Choice” [pop under 25k]
Common Characteristics

- Impactful
- Localized
- Knowledge Filled
- Broad Scope
- Diverse Involvement
- Considered
Common Characteristics

• Impactful
  – Immediate (Direct) Difference
    • Kansas PRIDE Healthy Ecosystems (CDS)
    • From an Armory to a Business Incubator (NACDEP)
  – Indirect (Future) Difference
    • Great Community Book Read (CDS)
    • Converse Goes Green Day (IEDC)
Common Characteristics

• Localized

  – Locally-Developed
    • Shreveport Common Development (NDC)
    • Uptown Consortium (IEDC)

  – Local Portion of Larger Effort
    • Community Heart and Soul (CDS)
    • “Keep Growing” – A Grassroots Economic Development Effort (NACDEP)
Common Characteristics

• Knowledge Filled
  – Listen and Learn
    • Design Assistance Team Program (CDS)
    • Post-Disaster Recovery and Community Capacity Building and Development (NACDEP)
  – Teaching Techniques
    • Community Development Council (CDS)
    • Alamo Academies (IEDC)
Common Characteristics

- Broad Scope
  - Time Frame
    - Marketing Hometown America (CDS, NACDEP)
    - Halifax Connector Program (IEDC twice)
  - Development Activity
    - Evergreen Cooperative Laundry (NDC)
    - CEDIK Community Health Needs Assessment (NACDEP)
Common Characteristics

• Diverse Involvement
  – Multiple Backgrounds
    • MU Community Music Program (CDS)
    • On-Farm Solar Energy Development (NACDEP)
  – Multiple Organizations
    • Stronger Economies Together (CDS)
    • Opportunity Dubuque (IEDC)
Common Characteristics

• Considered
  – Submitted to appropriate/applicable organization(s)
  – “You can’t win if you don’t play”
  – Need to part of entry pool to receive an award
  – Barriers to entry relatively low … potential rewards high
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