President's Update

Hitting Your Mark?

As community developers, we often face the unenviable choice of working with communities that make choices that limit their ability to be sustainable. We also often report to boards, work with people with questionable agendas, and act as much the referee between competing parties as we do the developer.

Building community consensus around any topic is often as difficult as shoveling snow in a blizzard. Stuff just keeps blowing over what you have done. The negative to this is that community members, community leaders, and the community developers grow weary of
conflict and disengage from meaningful change work. Equally as challenging is to gain insight into capturing if, as developers, we are making a difference in the communities we serve. I have observed this both in my professional research and in my interaction with communities.

The question that keeps coming back to me from my students, from elected officials and from interested community members is, "How do we know that we are hitting our mark?" In other words, how do we know we are succeeding (or not)? The challenges associated with community change are varied and built into the socioeconomic, historical, cultural, political, religious, and ecological spheres in which we operate. This context in which we do development work impacts not only our ability to encourage development but the very definition of what development looks like, given the context in which it occurs.

The question of "how do we know if we are hitting our mark?" can be answered through carefully engaging in the five steps of sustainable development. These "5 tions" include promotion, implementation, documentation, evaluation, and celebration. It is through careful, direct planning that these steps come to life.

Once an activity or series of activities are planned, effective promotion builds community buzz. It gets buy-in from the local community. Still, if not implemented, the best laid plans come to naught. Documentation provides the critical understanding of how a community has gone from point A to point B. Evaluation builds from documentation and enables analysis to determine if the desired mechanisms and outcomes were reached. Finally, celebration provides feedback to the community that the process is working. In essence, it is through this process that a community can know if it is hitting its mark, regardless of the context in which it occurs.

As community developers, we seek to engage communities in strategies designed to promote sustainable change. Assessing the impacts of our work is requisite for

**Vanguard Advertisements**

Square ads are run near the top of the smaller left hand column of the Vanguard. The single issue ad rate is $45. Ads for four issues will be discounted to $40 each. For more information, contact Dawn Kennedy.

**CD Resources**

**Rural Community Development and Independent Living Web Conference: State of the Science in**
Rural Disability Policy and Practice  
* April 17, 10-12:30 MDT: New Paradigms for Rural America - Brian Dabson, Rural Policy Research Institute, Rural Futures Lab  
* April 18, 10-12:30 MDT: Rural Communities - Cornelia Flora, Iowa State University  
* April 19, 10-12:30 MDT: Rural Economics and Employment - Don Macke, Rural Policy Research Institute, Center for Entrepreneurship  
* April 20, 10-12:30 MDT: Rural Health - Vincent Francisco, University of North Carolina at Greensboro  

*Sponsor:* The Research and Training Center on Disability in Rural Communities (RTC:Rural), The University of Montana, Missoula, MT 59812. Register for free and get access to all the conference papers.

ERS Charts of Note  
SNAP benefits lessen depth and severity of child poverty  
SNAP benefits still above historical norms  
Marketing channels for locally grown food  
14 percent of Americans received SNAP benefits in 2011  
SNAP participation and unemployment rate less closely linked over last decade  
The pace of U.S. urbanization slows

Leveraging the Wisdom of Crowds through Participatory Platforms  
New technologies are providing participatory platforms that allow individuals to share their ideas, interact with others' ideas, and work towards collaborative solutions to resolve problems or take advantage of opportunities.

Development: Greening the Economy, Volume 55, Number 1, March 2012  

 News from CDS  
CDS 2012 Conference: Cincinnati and You! Chili spaghetti - up to five ways at last count, the Reds, a lively downtown, regional architecture, parks, music and the arts... oh yes, seven hills and flying pigs. As the old song goes, "Something’s always happening on the river."

We are excited to travel to Cincinnati, Ohio, for our annual conference July 23-25, 2012. The meeting site at the Kingsgate Marriott on the University of Cincinnati Campus is beautiful. The conference schedule will include some wonderful presentations. In addition, the meeting will include plenary speakers and mobile learning workshops. The local host committee has been busy planning a great local event for your enjoyment. A draft schedule is on our website and conference registration details will be out soon.

CDS friends, old and new, are waiting for you. See you in July!
Community Development Institutes

Upcoming Meetings

26th Annual Community Development Institute Central
August 6-10, 2012, Conway, AR

Midwest CDI
August 6-9, 2012, Moline, IL

Conferences and Meetings

Growing Sustainable Communities
May 2-3, 2012, Sonoma County, CA

National Rural Entrepreneurial Gathering: FRED - Focus on Rural Entrepreneurial Development
May 3-5, 2012, Fairfield, IA

National Association of Community Development Professionals
May 20-23, 2012, Park City, UT

Engaging Your University in Regional Economic Development
May 21-23, 2012, Roanoke, VA

14th Annual Illinois Leadership Conference
June 6, 2012, Effingham, IL

Driving Innovation and Prosperity: Transforming Industries and Communities for the Next Economy
June 10-12, 2012, St. Louis, MO

2012 Symposium on Small Towns and Leadership Chautauqua: "Reigniting Community Leadership: Being Bold in the Face of Change"
June 13-14, 2012, Morris, MN

CCMA 2012: Declaration of Independence. We Own It!
June 14-16, 2012, Philadelphia, PA

Exhibitors & Sponsors
Are you interested in sponsoring or exhibiting at the 2012 CDS Conference, July 21-25, 2012, in Cincinnati, OH, USA? If so, contact the CDS Business Office or call 614.221.1900.

CDS Journal Editor Named
John Green, director of the Center for Population Studies and Associate Professor of Sociology at The University of Mississippi, has been named editor of Community Development: Journal of the Community Development Society, pending a final Memorandum of Understanding.

John will replace Rhonda Phillips of Arizona State University, who helped guide the journal through major changes, including negotiations with a new publisher and expanding the journal to four issues a year, with two special issues.

Congratulations to John, and many thanks to his commitment to serve the members of CDS. We look forward to a smooth transition from Rhonda to John.

Thanks also to Rhonda for her past and continued service as journal editor. Her efforts have created a strong foundation from which John can grow the journal even stronger.

Call for Articles: Rural Wealth Creation as a Sustainable Economic Development Strategy
Special Issue of Community Development
Guest Editors: Deborah Markley, Center for Rural Entrepreneurship, and Shanna Ratner, Yellow Wood Associates.
More information.

Changes at our Association Office
Lori Landry, who has faithfully served as our executive director for the last several years, has moved on to other responsibilities at Accent on Management, which manages our CDS Business Office. We thank her for all of her efforts to help make CDS a smooth-running organization.
**Grant Opportunities**

**NIH: Rapid Assessment Post-Impact of Disaster (R21)**  
Application deadline: April 22, 2012

**CDCP: Capacity Building Assistance to Improve Health in Tribal Populations**  
Application deadline: May 1, 2012

**Dawn Kennedy**, who has extensive experience with association management, will be taking Lori’s place. We look forward to working with her.

**CDS Journal Now Available Online for Members**

The release of Volume 43 No. 1, 2012 is now available online to view to members of the Society, whether you chose the printed or electronic version with your membership.

To access this issue, you must login using your CDS username and password. The link to the Journal is available on the CDS homepage. Once you have logged in to the Members Only box at the top of the page, go to the USER MENU on the left of your screen. Click on Welcome! which will bring you back to the CDS members only homepage. From there, you will see an option on the page toward the bottom. If you are interested in viewing archived issues, click on the option: "Click here to directly view archived Journals."

Please contact the CDS Business Office if you need your username and password, or if you are having trouble accessing the Journal through the link provided.

**CD Practice**

**CD Practice is a web-based publication** of the Community Development Society. It presents innovative approaches, tools, and techniques that can be readily applied by community development practitioners.

**Vanguard: A Major CDS Marketing Tool - Please Share It with Others**

For the love of CDS, share it with your friends and encourage them to subscribe! Contact **Dawn Kennedy**. Puh-lease!

**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.

**CDS UpFront**

Compiled by Timothy Collins, Assistant Director, Illinois Institute for Rural Affairs

10 Big Mistakes People Make in Thinking about the Future

In a time of huge change and uncertainty, we need to **think about the future** as clearly as possible. Here’s where we most often get it wrong.

Social Connections? Try Your Local Bookstore or Library

Bookstores and libraries have long played a central role in fostering a deeper appreciation of knowledge, and in lifelong learning. Increasingly, these places are also filling another critical need in our communities, by providing a haven for those seeking a communal connection in an ever-more isolated world.

The Tension Between Newcomers and Oldtimers in an Old City

Cleveland struggles to reconcile two worlds.

How the housing bubble might have increased segregation

Extensive data on mortgages and changes in the ethnic mix at local schools suggests that the credit boom that precipitated the global financial crisis may actually have **increased racial segregation.**

Metro-Agrarians Seek Their Day in the Sun

Post-industrial cities may be proto-agricultural. Cleveland and other urban areas are expanding local gardening efforts, meanwhile changing the urban/rural dynamic.

How a Small Town Can Compete

Columbus, Nebraska, has been very successful in building a manufacturing economy. Now the town is trying to understand how it can **continue to prosper.**
USDA: Rural Agribusiness Energy Program
Application deadline - Loans: June 29, 2012

NSF: Small Business Innovation Research (SBIR) Small Business Technology Transfer (STTR) FY 2012 Phase I (Release 3)
Application deadline: July 3, 2012

Join the Community Development Society Today!
Click on the image above to view the CDS Membership Brochure and Application.

Five Poverty-fighting Women to Watch
Five women are fighting poverty in a serious way, but they're not handing out aid.

A Guide on the Path from Poverty
A rural community organization adds to its food mission strong guidance for low-income families to the tax credits, college aid, and other benefits that can boost their prospects.

The Food Assistance Landscape: FY 2011 Annual Report
This report examines trends in USDA's food and nutrition assistance programs through fiscal 2011. It also summarizes a number of ERS research reports on WIC-related topics that were released in fiscal 2011.

Is There Such a Thing as 'Rural' Gentrification?
Gentrification is a trend most commonly associated with hip, edgy urban areas, but is now occurring in America's small towns, particularly as they allow online business owners to cut overhead dramatically.

The Map of Rural College Graduates
In rural counties, a higher percentage of adults have college degrees than in the past. But the increase has lagged in the South and West, while graduation rates have increased faster in the Northeast and the Midwest.

Per Capita Income Grows Faster in Delta Regional Authority Counties
Rising incomes in counties receiving funding from the Delta Regional Authority stemmed largely from investments in the health and social services sector.

How Rural Are the States?
Nearly three out of ten Americans live in a rural area or a small city. But in most states, the percentage of rural residents is far greater.

Let's Link Working Rural Landscape to Sustainability Agenda
There has finally been some overdue attention paid recently to the strengthening of rural
communities to make them more economically and environmentally resilient.

Wise Towns Will Spur Young Entrepreneurs
The future of small towns will require helping entrepreneurial young people learn the skills and find the resources they'll need to succeed with local businesses.

Entrepreneurship Rates Down in 2011
New business startups fell 5.9 percent in 2011, but U.S. entrepreneurship rates are still remain above pre-recession levels, according to the Ewing Marion Kauffman Foundation.

Local Chambers of Commerce: Not Born for Ourselves Alone
This month marks the 100th anniversary of the U.S. Chamber of Commerce, an occasion that should not go unmarked.

California's New Triple Bottom Line
With the passage of AB 361 on October 9th, 2011, California adopted legislation allowing the formation of "benefit corporations" - corporations whose purpose is not just to make money but to make the world a better place. New York has adopted similar legislation, which is under consideration in other states.

How Boulder Freed Its Electric Company
Boulder, CO, has won the right to take its power supply - and carbon emissions-away from larger-scale corporate control. The change for Boulder came in November when voters passed two ballot measures that allow the city to begin the process of forming its own municipal power utility.

Still Moving to the Suburbs and Exurbs, but...: The 2011 Census Estimates
The new 2011 Census Bureau county and metropolitan area population estimates indicate that more Americans are staying put.

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 with subject e-news bulletin. We will do our best to accommodate your articles in a timely manner.

VANGUARD NOW ARCHIVED ONLINE
Looking for something you read about CDS?
Did something in CDS UpFront tickle your fancy?
Back issues of the Vanguard can now be found on the CDS Website.