

Community Definition Worksheet

Example.....At Start of Community Work

There are two example worksheets here. This first one was completed at the start of community work and the second one was completed after doing community programs for 2 years.

1. Who is your target population? (This may be dictated by a funding source or organizational policy. Or it may be determined after the community assessment when you identify a population at particularly high risk.)
No target audience at this time – the community assessment will help determine target audience
2. In what geographic area is your target audience contained? (A state, county, city, or neighborhood?)
Ottawa County
3. Describe some of the basic demographics you know about this community. (Rural, urban, high percentage of middle-income or low-income, growing population of Hispanics, aging population, employment, poverty, etc.)
*Rural
Low unemployment
Primarily middle-income*
4. What major organizations, agencies, and services exist in this area? (Schools, health, recreation, business, medical support/counseling, religious, media, civic organizations, government, etc.)
*2 school districts with schools in four towns
Local physicians' practice with 3 physicians, 1 dentist, and part-time ophthalmologists; county hospital; 4 long-term care facilities
Fitness facility at hospital
Several churches
Private business are primarily agriculture-related, industrial, and manufacturing*
5. What are some regularly-scheduled community events that people attend? (Festivals, back-to-school events, fairs, etc.)
*County Fair in July
M-Day in May*

6. What are the patterns of social interaction in this area? (Clubs, worksite, neighborhoods, intramural teams, family, etc.)

Church, communities, family

7. Are there resources outside your immediate community that provide support for your community? (Large supermarkets, shopping malls, recreation centers, worship houses, etc.) For example, a nearby city might draw people from a small town or from a suburb. In addition to local resources, you might need to assess resources in neighboring areas.

Neighboring city draws people from our county for shopping, dining, entertainment, and health care

8. Who are the opinion leaders in your community? (Individuals, organizations, community groups, key decision-makers, power structures.) Keep in mind that there will probably be different opinion leaders for different segments of the population.

Local government elected officials

Do not distribute

Community Definition Worksheet

Example.....After Two Years of Community Work

1. Who is your target population? (This may be dictated by a funding source or organizational policy. Or it may be determined after the community assessment when you identify a population at particularly high risk.)

Adults at worksites in the county

2. In what geographic area is your target audience contained? (A state, county, city, or neighborhood?)

Ottawa County

3. Describe some of the basic demographics you know about this community. (Rural, urban, high percentage of middle-income or low-income, growing population of Hispanics, aging population, employment, poverty, etc.)

Rural

Low unemployment

Primarily middle-income with pockets of extreme poverty peppered throughout the county

Southeast portion of county is slowly turning into a bedroom community for neighboring city

Less than 1% of the population is non-white

4. What major organizations, agencies, and services exist in this area? (Schools, health, recreation, business, medical support/counseling, religious, media, civic organizations, government, etc.)

3 local town newspapers printed weekly

1 regional newspaper printed daily

Lion's clubs in all towns are active

Largest employers are education and health care

2 school districts with schools in three towns (A community school just closed)

Local physicians' practice with 3 brand new physicians, 1 dentist, and part-time ophthalmologists; county hospital (no surgical services); 4 long-term care facilities; 2 part-time dentists; county health department; part-time mental health counselor for children and families; local pharmacy; full-time, paid staff with ambulance service that serves $\frac{3}{4}$ of the county; and a volunteer ambulance service serves $\frac{1}{4}$ of the county.

Fitness facility Center at hospital has a pool, exercise machines, free weights, aerobics floor, and classes

Several churches

Private business are primarily agriculture-related, industrial, and manufacturing

Senior centers in four largest towns

The county seat has a full-time economic development position

5. What are some regularly-scheduled community events that people attend? (Festivals, back-to-school events, fairs, etc.)

County Fair in July

M-Day in May

Homecoming Parade in September

Arts festival in neighboring county in July

6. What are the patterns of social interaction in this area? (Clubs, worksite, neighborhoods, intramural teams, family, etc.)

School sporting events, fitness facility, Senior centers, church, worksites, family, town and service clubs

7. Are there resources outside your immediate community that provide support for your community? (Large supermarkets, shopping malls, recreation centers, worship houses, etc.) For example, a nearby city might draw people from a small town or from a suburb. In addition to local resources, you might need to assess resources in neighboring areas.

Neighboring city draws people for shopping, dining, entertainment, and health care

1/2 of the working adults living in our county work outside the county and likely working in the neighboring city

8. Who are the opinion leaders in your community? (Individuals, organizations, community groups, key decision-makers, power structures.) Keep in mind that there will probably be different opinion leaders for different segments of the population.

Doctors

Farmers with large acreage

Grain elevator operators

Local bank presidents

Elected city and county officials

Informal social coffee-clubs

Families with successful high school athletes