

# Community Development Institute



Sign up now for the Community Development Institute, a new institute in the form of a series of ten online workshops sponsored by the National Organization of State Offices of Rural Health (NOSORH) and presented by the Heartland Center for Community Development. Learn practical, immediately applicable strategies and useful tools to enhance your leadership and management skills as an established or emerging rural health leader to develop your rural community.

Delivered by webinar, the workshops will be presented from July 2022 through May 2023 by the Heartland Center's experienced trainers, including the founder and two members of the Board of Directors. The Institute curriculum is updated from the acclaimed workshops offered nearly a decade ago by the Heartland Center for NOSORH members. This series will be invaluable for you as an established or emerging rural health leader. Slots are limited, so those who sign up early will have the best chance to participate. Secure your place in this opportunity!

## Presenters and Trainers

*Milan Wall, Heartland Center Founder, and Co-Director*  
*Reshell Ray, Heartland Center Board Member*  
*Craig Schroeder, Heartland Center Board President*

## Schedule

The institute will take place on the third Tuesday of each month from 3:30–5:00 PM ET.

**Webinar #1: Introduction and Orientation with Community Stakeholders (07/19/2022)**

**Webinar #2: 20 Clues to Rural Community Survivor (08/16/2022)**

**Webinar #3: Who's at Your Table? (09/20/2022)**

**Webinar #4: Diversity as Opportunity (10/18/2022)**

**Webinar #5: Community Team Building (11/15/2022)**

**Webinar #6: Appreciative Inquiry: 4-Steps for Implementation in Your Community (01/17/2023)**

**Webinar #7: Asset-Based Community Development (02/21/2023)**

**Webinar #8: Learning from Successful Communities (03/21/2023)**

## **Webinar #9: Community Team Building (04/18/2023)**

## **Webinar #10: Measuring and Celebrating Your Success (05/16/2023)**

*For session details, please refer to the curriculum outline below.*

### **Curriculum Outline**

#### July 19, 2022: Introduction and Orientation with Community Stakeholders

Kickoff with a comprehensive overview of the institute sessions, activities, and course technology tools.

##### Learning Objectives:

1. Introduce the course instructors and participants
2. Discuss the learning format for the institute and the expectations of participants
3. Learn to use WebEx webinar platform features

#### August 16, 2022: 20 Clues to Rural Community Survival

The Heartland Center's Clues to Rural Community Survival are recognized worldwide for their insights on key assets for community and economic development. Share your perspectives on what's behind community success and gather lessons for understanding community strengths and challenges.

##### Learning Objectives:

1. Explore the characteristics of thriving small towns
2. Learn techniques for interpreting these insights
3. Share ideas about community applications within a tested, conceptual framework for community development

#### September 20, 2022: Who's at Your Table?

Active participation by community stakeholders is vital to achieving success and maintaining momentum. Evaluate the depth of stakeholder involvement and discuss ways to increase participation through a shared vision defined by the community.

##### Learning Objectives:

1. Discuss representation in community engagement
2. Clarify representation aspirations and challenges
3. Brainstorm ways to strengthen involvement

#### October 18, 2022: Diversity as Opportunity

Diversity and inclusion are becoming bywords for strengthening leadership in communities and organizations of all types. Yet not everyone is ready to embrace society's transformation into a culture that respects inherent differences. Learn strategies that transform diversity challenges into opportunities that strengthen perspectives and approaches to leadership and engagement.

##### Learning Objectives:

1. Clarify cultural competencies important to rural health issues
2. Explore personal differences and experiences
3. Discuss challenges and success stories
4. Develop strategies for turning diversity challenges into opportunities

#### November 15, 2022: Community Team Building

Broad-based resident involvement is important to how rural communities identify opportunities, articulate aspirations, and build consensus for solid, strategic approaches to strengthen the quality of life for young and old and learn about ways to increase volunteerism.

#### Learning Objectives:

1. Understand the critical importance of community participation
2. Review tactics for increased resident involvement
3. Explore the use of branding/message alignment for image development
4. Develop ideas on creating, managing, and supporting authentic engagement

#### January 17, 2023: Appreciative Inquiry: 4-Steps for Implementation in Your Community

Appreciative Inquiry is an affirmative approach to learning lessons from past successes and moving forward with fresh ideas for short-term implementation that supports a practical long-range vision for your community. This approach encourages the celebration of accomplishments and offers insights on how to move toward even greater achievements in the future.

#### Learning Objectives:

1. Understand the theory of Appreciative Inquiry
2. Explore techniques and application of Appreciative Inquiry as a planning tool
3. Practice the four elements of Appreciative Inquiry
4. Consider implications for community applications

#### February 21, 2023: Asset-Based Community Development

Community leaders address a variety of local issues and wear many hats. A key goal of many community and economic development efforts is to enhance “quality of life,” but this term can have a variety of meanings. Learn how to apply the seven Community Capitals as a comprehensive framework for addressing a spectrum of development priorities using an asset-based approach.

#### Learning Objectives:

1. Review the theory and history of Community Capitals
2. Examine the seven Community Capitals and their meaning
3. Apply the Community Capitals theory to asset-based development

#### March 21, 2023: Learning from Successful Communities

Forty years ago, the Heartland Center for Leadership Development pioneered the practice of listening to successful community leaders and distilling their success into strategies that peers

can apply in their own work. Participants will learn about best practices from fellow rural community leaders and discuss opportunities for application in addressing their priorities.

Learning Objectives:

1. Learn about best practices for community engagement
2. Discuss opportunities in your community with peers
3. Apply lessons of success to your community

#### April 18, 2023: Community Team Building

Today's leadership successes are marked by how teams perform, not how one person leads or manages a group. Explore theories of team development and group effectiveness and how they contribute to organizational and community viability. Consider strategies for leadership succession in community and organizational settings.

Learning Objectives:

1. Review the stages of team development
2. Explore characteristics of effective teams
3. Discuss typical roles in team behavior
4. Identify leadership succession strategies

#### May 16, 2023: Measuring and Celebrating Your Success

Evaluation of results is always a challenge, and approaches to evaluation and acknowledging community achievements are widely varied. Here is an opportunity to review common approaches to evaluation and practical means to make evaluation relevant, manageable, and meaningful.

Learning Objectives:

1. Discuss approaches to project planning, goal setting, and evaluation
2. Review types of evaluation tools to determine outcomes and impacts
3. Explore methods for celebrating community progress

### **Group Mentoring with Institute Participants**

Between the monthly webinar sessions, the Heartland Center will conduct 60-minute group video mentoring sessions with community stakeholders participating in the Community Development Institute.

### **Frequently Asked Questions**

#### **What is the purpose of the Institute?**

The Institute seeks to enhance the leadership and management skills of individuals addressing rural health issues in their state or community. With a specific focus on teaching hard and soft skills to engage and develop rural communities.

**Who should participate in the Institute?**

State Offices of Rural Health staff, State Rural Health Association, Primary Care Associate staff, and others interested in enhancing their rural health leadership skills.

**What does my participation in the Institute entail?**

You will be expected to participate in 10 Webinars, coaching sessions, and complete evaluations.

**What are the responsibilities of participants?**

Those selected sign a letter of commitment agreeing to be a contributing member of the learning team, participate in webinars; complete a rural health capstone project, work with a peer mentor for at least six months; and participate in evaluation and information dissemination activities regarding the institute. Lastly, participate in an alumni guild committed to addressing rural health issues.

**What is the cost?**

The registration fee is **\$750**. Registration for the institute ends on July 12, 2022. Class size will be limited to 60 participants to offer individualized assistance. To register, go to <https://cvent.me/v5NLAe?RefId=CDI>

**Technology and System Requirements**

Participants will use EduBrite, an online Learning Management System (LMS), to access handouts, presentation materials, recorded sessions and communicate with the course instructor. Live sessions will be conducted through Webex. Recordings of the presentations will be available for playback within 24 hours of the event.

Participants are required to read the *"EduBrite User Manual,"* listen to a recorded orientation session, and log in to EduBrite prior to the first session on July 19, 2022. Participants will receive an email invitation and user manual to access EduBrite by July 15, 2022. Late registrants will receive access by the end of the day on July 19, 2022.

Only those registered for the Institute will be provided a personal EduBrite login and are permitted to join the webinars and view class materials. Failure to comply may result in access restriction.

**Certificate of Completion**

Participants will be required to take a brief survey after each webinar session. A Certificate of Completion will be awarded to participants who complete 70% of sessions, participate in 70% of the 1:1 coaching sessions, and complete the final eval.

**Refund Policy**

Payment via credit card or purchase order is accepted. All payments must be received by July 12, 2022, at 5:00 PM ET.

**Refund requests must adhere to the following deadlines:**

July 18 — full refund

August 2 — 70% refund

August 9 — 40% refund

August 10 and after — no refund

To be considered for a refund, requests must be submitted in writing to Kayren Cross. To make arrangements for payment if you cannot pay by July 12, 2022, or to request specialized billing, please contact Kayren Cross at [kayrenc@nosorh.org](mailto:kayrenc@nosorh.org) or (888) 391-7258 ext. 108.