Speakers and Authors

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Why write this book?

• The time is ripe for developing & embracing strong, unified communities.

• Provide guidance to practitioners, policy makers and academics on how best to position community development efforts.

• By building strong organizational competencies that lead to comparative advantages, organizations can create enduring and effective community development collaborations.

• Approach: Pragmatic, Instructional and Relevant
Structure of Book

• The background and history of community development.
• Understanding the community development ecosystem.
• Community development competencies.
• Seven case studies.
• The next generation of community development.
• Recommendations and guideposts for the future.
Questions that inform the book

• Does the community development environment require increase specialization and collaboration to effectively address today’s challenges?

• Are there existing core competencies specific to each type of community development organization?

• How do organizations best maximize their comparative advantages?

• Does the CD support system encourage or discourage collaboration?

• What new strategies and support systems are needed?

• What can we learn from the experience of CD organizations to more fully utilize and develop the comparative advantage framework?

• What does the next generation of CD system look like?
What has changed?

• Over the past 15 years, the community development environment has been shifting from a CDC centric approach to a broader array of community development organizations.

• Community development organizations have also become more specialized over time, driven in part by shifts in funding and politics and changing needs and priorities of their communities.

• It has become more challenging to meet mission and achieve a “quadruple bottom line.”
The Community Development Ecosystem

- Community residents & businesses
- Community institutions, local nonprofit service organizations
- Community development organizations, for-profit developers
- Community Development Intermediaries, trade associations, philanthropy
- Public and private sector
Why comparative advantages?

• Strong comparative advantage and focus is a more effective approach and achieves stronger brand recognition

• Too many competencies can stretch the organization’s capacity and compromise achievement

• Community development competencies require increased technical knowledge and an investment to become proficient

• Individual competencies create different types of comparative advantages that can be leveraged in an environment that values comprehensive community development

• Funders are starting to shift their funding priorities to community development outcomes that require a broader range of competencies
External Factors

• Increased complexity
• Increased competition.
• Reduction in public support.
• Growth of Income and Wealth Inequality.
• Growth of multi-sector partnerships.
Internal Factors

• The need for both entrepreneurial and enduring leadership.

• The need for specialization.

• The need for sophisticated business management systems.

• The importance of effectiveness and impact.

• A move to collaboration.
Competencies

• Organizational Development and Management
• Community Engagement and Public Policy
• Planning
• Communications
• Project Development (real estate)
• Lending

• Property and Asset Management
• Program/Business Line Development and Management
• Resource Development/Capital Aggregation/Fundraising
• Collaboration and Partnerships
• Performance Measurement and Evaluation
CASE STUDIES

- Community Loan Center
- Northwest Side CDC
- EBALDC
- REACH-ACE merger
- Fairmount Indigo Line
- West Cook County
- Fahe
Types of Collaboration

• Hub and Spoke
• Cross-sector
• Service specialization
Characteristics of Successful Collaboration

• There is a leader, quarterback or backbone organization that marshals the effort.
• The organizations are ready and well position to proceed.
• There is strong public sector support.
• The challenge is strategic and a meaningful size, but not too big.
• The time is right for action.
• There are quick wins that help coalesce support and propel the collaboration forward.
RECOMMENDATIONS

• Be Really Good at a Few Things
• Engage with other Sectors; Expand your Circle
• Be Flexible and Adapt
• Build a Strong Bench with Facilitative Leadership Skills
• Embrace Technology
• Profit is Not a Bad Word
• The World is Diverse; Make the Most of It
• Data is Key
RECOMMENDATIONS

• Youth are our Future; Embrace Mentoring and Training
• Look Beyond the City
• If You Can’t Beat Them, Join Them
• Peer Learning is Where It’s At
• Look for Money in New Places
• Community Development is Political; Policy Matters
• Be Smart about Risk
• Get the Word Out. Being a Best-kept Secret is Not Advantageous
Thank you.

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