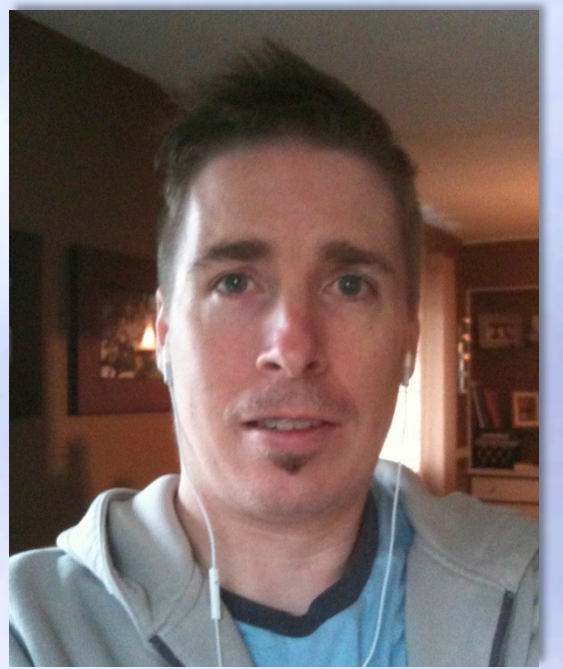


CED CHOICE MATRIX: Connecting CED Projects With CED Tool

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INTRODUCTION

Improving CED Tool selection for practitioners is the focus of a recent research initiative at the Rural Development Institute. The goal of this initiative is to help community service organizations and practitioners select the right CED Tool for their project; the solution developed by RDI and presented below, is called the CED Choice Matrix:

- The ever-increasing wealth of information and tools available through the Internet has made selecting CED tools a challenge
- Information overload, uncertainty about where tools are located and a lack of tool assessment are barriers for determining which tools are right for a given CED project

The research team defined a CED Tool as:

Any guide, worksheet, checklist, manual, "how-to" or process in text, audio or video formats that is focused on guiding the user through a CED activity

METHOD

The Rural Development Institute employed design thinking¹ methodology to create, research prototype and test the CED Choice Matrix.



The team designed the CED Tool selection solution along with its core parts:

- Tool categorization
- Tool navigation
- Tool reviews

- Reviewed existing CED Tool selection options
- Reviewed design with CED stakeholders and community practitioners

- Build a CED Choice Matrix Beta site to test core parts
- Collect feedback from practitioners and identify improvements

- Identify and incorporate new suites of tools
- Determine and implement Choice Matrix features for development

CED CHOICE MATRIX BY THE NUMBERS:

- ✓ 1000+ CED tools inventoried
- ✓ 100 CED tools catalogued in the Choice Matrix
- ✓ 5 communities (21 participants) participated in the RESEARCH stage
- ✓ 71 CED projects inventoried by communities
- ✓ 5 CED projects 'designed' with communities
- ✓ 84 CED Tools suggested by communities
- ✓ 50 CED websites regularly used by participants
- ✓ 10 more communities will participate in the PROTOTYPE & LEARNING Stage
- ✓ 100 CED Tool reviews will be collected from Manitoba's Economic Development Officers

INNOVATION

As the research team designed the CED Choice Matrix with stakeholders and practitioners the project team had to solve how to effectively organize CED tools and to ensure effective access to those tools. In addition, the research team had to design a system that built tool credibility through practitioner review.

"I like the idea that the tools would be in one place"

Gary Smart
MAFRI, Business Development Specialist-Community Development

"I like the idea of having any resource that will make our work efficient and effective"

Judy Coleman
VP Programs and Services, North Eastman Health Association

ORGANIZING CED TOOLS: MAKING SENSE OF THE CHAOS

- The research team designed a CED Tool information form with practitioners to identify what information about CED Tools is critical
- 27 different aspects of CED Tools were determined to be important and will form the key fields in the CED Tool database

FUTURE RESEARCH:

- ✧ Develop Choice Matrix work processes to create new suites of tools for stakeholders and practitioners (e.g. watershed tools, crime prevention tools)

FINDING CED TOOLS: NARROWING THE FIELD

- 1000+ tools down to 10: An important outcome is to reduce the number of tools to choose between – two paths were identified by researchers and practitioners to find CED tools:
 - Search method – using key word and select search fields to find tool in the database
 - Guided method – a rational approach that uses a series of questions to help users narrow tool options

FUTURE RESEARCH:

- ✧ Create CED Choice Matrix website to test search and guided methods

PICKING CED TOOLS: SELECTING THE RIGHT TOOL FOR THE JOB

- The research team and CED practitioners identified tool reviews as essential for choosing between tools
- The research team designed a CED Tool review form with practitioners to identify what information is needed in a tool review

FUTURE RESEARCH:

- ✧ Compile reviews for all tools in the CED Tool database
- ✧ Design capacity index identifying tool requirements to help organizations further refine tool selection



Top Search Fields Identified by Practitioners

1. Tool Description
2. Tool's location in the Development Cycle i.e. planning
3. Tool Goals
4. Topic area – i.e. housing
5. Purpose of Tool
6. Cost of Tool

TOOL EXAMPLES	AUTHOR
Backcasting	The State of Victoria, Australia
Building a win-win Co-op	British Columbia Co-operatives Association
Community-led libraries	Libraries in Communities
Community Recreation Handbook	Franks, Flo
Mapping community capacity	Kretzmann, John P.; McKnight, John L.



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1. References available upon request