

**Program Evaluation:
Community Builders Process**

**Conducted by the
State of Nebraska 1993-1994**

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Section 1.A. Introduction

The Community Builders Process is a community based leadership process intended to facilitate an increased human resource base leading to more available community leaders and increased economic development at the community level. The definition of community stresses multi-township or village cooperation in building a larger leadership cohort. Thus, the term community in this evaluation generally means a self-defined geographic region of multiple communities and often times multiple counties.

Four areas of evaluation were conducted. First, a baseline comparison of the characteristics of the participants in the Community Builder Process and traditional rural community leaders. The non-participants were selected geographically to correspond to the Community Builders Regions. A list of traditional leaders was supplied by the Nebraska Department of Economic Development. From that list, a random sample was selected. A comparison of general characteristics of the survey respondents was conducted to identify any specific age, gender, income or longevity in the community differences among the two groups. This was done based on the assumption that increased diversity in community development activities (Flora & Flora, 1992), leads to stronger communities. Therefore a potential positive impact of the Community Builders Process could be increased diversity among the rural community leaders.

The second comparison was conducted on the level of volunteer activities during the last year between the participants and the non-participants. The assumption here being that one could expect activities of the participants to increase at a higher level than non-participants. If that were the case, we could extrapolate that participation in the Community Builders Process was related to increased volunteerism in the communities.

The third analysis was conducted on the change in overall community economic development activity in each region. These regions were combined to provide a participant versus non-participant analysis. The need to provide a check on the perception of economic development by the participants and non-participants was necessary to guard against an overly enthusiastic perception by the participants. Surveying both participants and non-participants, we are able to check for face validity. That is, do both groups see current economic development activity at similar levels? If so, then we can say that current economic activity is dramatically increasing, slightly increasing, staying the same or decreasing. These categories provide the basis for evaluating whether the change is perceived to be caused or influenced by the Community Builders Process and the individuals who participate.

The final area of evaluation is the perceived impact of the community builders process on rural communities where it has been piloted. Both groups were asked if they believed that the Community Builders Process played a role in the increased economic development activity in their communities. The importance of this area of evaluation cannot be overlooked. If we find that non-participants (the traditional leaders), and the participants (emerging leaders), all identify the community builders process as having played a role in increased activity, we can say that a relationship seems to exist between increased economic development activity and the organization of a community builders process.

This report is designed using quantitative and qualitative data. Statistical tables are provided to illustrate the statistical significance of participating in the process and not, as it is related to volunteer activities, donating money, overall economic development activity and, the perceived role of the community builders process on increased economic development activities in their communities.

The qualitative data is derived from open-ended free response questions provided for respondents to place in context their answers. The qualitative data is provided to place in context the statistical relationships and to also provide grounded feedback from participants and non-participants alike. Each of the previously noted evaluation components will be presented followed by a summary evaluation of the Community Builders Process.

Section 2.A. Evaluation Procedures

A self administered mail survey was used to collect the data to examine the impact of the Community Builders Process. The Total Design Method (Dillman, 1978) was used to collect information from participants in the Community Builders Process (from here on identified as participants) and non-participants, individuals who had a long history of being identified as leaders in the region (from here on identified as non-participants). Response rates of 43% (N=195) and 33% (N=55) were achieved.

The analysis included descriptive statistics, cross tabulations using Chi-square as a statistical significant test and correlation coefficients.

Qualitative text statements were selected on their best representation of specific core areas identified in the written responses. Every effort was made to provide anonymity to the respondents.

Section 3.A. Analysis

A baseline comparison of the participants and non-participants shows similarities and differences among the two populations.

Table 1. Demographic Comparisons of Participants and non-participants.

<u>Criteria</u>	<u>Participants</u>	<u>Non-participants</u>
<u>Avg. Age</u>	39.6 years	49.5 years
<u>Gender</u>		
Male	30.8%	61.0%
Female	69.2%	39.0%
<u>Marital Status</u>		
Married	71.2%	87.7%
Divorced	1.9%	4.8%
Single	23.1%	4.3%
Widowed	3.8%	3.2%
<u>Education (Average)</u>	Some College	Some College
<u>Income</u>		
<\$29,999	44.9%	22.7%
>\$29,999 to \$49,999	42.4%	44.2%
\$50,000+	12.0%	33.1%
<u>Avg. Length of Residence</u>	22.9 Years	
<u>Relatives Lived Here Previously</u>	64.7%	49.4%

In comparing the two groups, several differences emerge. The first is age. Traditional leaders average a full ten years older than emerging leaders. The second is gender. Almost 70% of the emerging leaders are female while 61% of the traditional leaders are male. The traditional leaders tend to also have higher household incomes than the emerging leaders who participated in the Community Builders Process.

These differences among the populations provide some interesting insight into the composition of the traditional leadership in rural communities of Nebraska and the potential to add to the human resource base for Nebraska. By facilitating the emergence of new community leaders, it is possible that the diversity of rural community leadership may be increased by the community

builders process although these data cannot confirm nor deny such a relationship. What the data do provide is the knowledge that those participating in the community builders process are not similar to the traditional rural leaders. This increased diversity within a community leadership base is said to increase the probability of successful economic development activities (Flora & Flora, 1992).

Section 3.B. Previous Participation in Local Economic Development Activities.

To provide a baseline of data specifying the similarities and differences between the two groups, participants and nonparticipant's, several questions were asked. The first was "In the last year have you participated in local economic development activities?"

Table 2. Previous Participation in Local Economic Development Activities by Group

<u>Response</u>	<u>Participants</u>	<u>Non-participants</u>
YES	80.4%	72.2%
NO	17.6%	26.7%
NO Comment	<u>2.0%</u>	<u>1.1%</u>
TOTAL	100.0%	100.0%

These findings suggest that a slight difference does exist between those who participated in the process and those who did not. During the last year 8.2% more participants were involved in economic development. While these differences are not statistically significant, the numbers indicate that five more individuals were involved in development activities that may have not been involved without the availability of the process.

The motivations of the traditional and emerging leaders were analyzed to evaluate whether a difference in motivations exist. Non-participants, those traditional leaders, indicated that they became involved in local economic development activities because:

Because I believe you only get out of a community what you put into it.
If you do not put back soon there may not be a community to give to.

The desire for our community to still be here for my children and persons my age who grew up here, into & during the next century is my main stimulus for participating.

Desire to attract businesses to our community so that it has a chance of surviving and growing in the future. If we just sit by, the opportunities will be gone.

I participated because of a strong love and belief in small rural communities in America. I do not believe "they" get their "just due" in the overall picture of the country.

Participants stated their motivations for participating in local economic development activities this way:

I care what happens to my town. I want to know who and how decisions are being made.

I will live in my community for the rest of my life and I would like to see it prosper and also provide jobs. My children need a reason to return after college.

I volunteer my time on behalf of our youth.

Community development and the internet node. I can see how that could generate new businesses as well as help return and attract new people to our community.

The knowledge and contacts I made through community builders.

The previous statements were selected to provide a qualitative context in which to evaluate the impact of the Community Builders Process. The representative statements reveal several similarities and at least one difference. Both groups indicate that they are motivated to participate in economic development activities, primarily volunteer activities, because of a strong desire to see their community survive for the next generation. Both groups take this long term perspective. The one difference seems to be that the participants, often younger and female than the traditional leaders,

express a desire to learn how decisions are made so that they can in turn participate in the decision making process in their community.

Section 3.C. Previous Multi-community Economic Development Participation.

Respondents were also asked "Have you participated in economic development programs and activities that combined members from more than one community?"

Table 3. Previous Participation in Multi-community Economic Development Programs or Activities by Group.

<u>Response</u>	<u>Participants</u>	<u>Non-participants</u>
YES	70.0%	55.6%
NO	26.0%	43.4%
NO Comment	<u>4.0%</u>	<u>1.1%</u>
TOTAL	100.0%	100.0%

P=.0396

These findings illustrate that a statistically significant difference exists between the two groups (P=.0396). Participants were significantly more likely to have participated in multi- community programs or activities than the traditional leaders who had not.

Section 3.D. Recency of Multi-Community Activity.

Respondents were also asked if they had participated in multi-community development activities; and, if so, when was it?

Table 4. Multi-Community Development Activity During the Last Five Years by Group.

<u>Response</u>	<u>Non-participants</u>	<u>Participants</u>
Last Month	20.6%	31.1%
Two to Three Months Ago	20.6%	25.5%
More than 3 Months and Less than one year Ago	38.2%	23.6%
One to Three Years Ago	20.6%	17.0%
Three or More Years Ago	<u>0.0%</u>	<u>1.1%</u>
TOTAL	100.0%	100.0%

P=.3497

These findings suggest that non-participants were more likely to have participated in the multi-community program activity within the last three months. Although overall, a much smaller percentage of them had participated in multi-community activities 55.6% versus 70% of the participants.

Section 3.D. Current Volunteer Activities

To gain an understanding of behavioral similarities and differences between those who could be identified as traditional leaders (non-participants) and those emerging leaders (participants), the respondents were asked about their current volunteer activities in their communities. The first question was "Do you currently volunteer in your community?"

Table 4. Current Volunteer Activities by Group

<u>Response</u>	<u>Non-participants</u>	<u>Participants</u>
YES	92.5%	88.8%
NO	7.5%	10.6%
NO Comment	<u>0.0%</u>	<u>0.5%</u>
TOTAL	100.0%	100.0%

P=.6910

Both the participants and non-participants were very likely to currently volunteer in their community. No difference exists among those traditional leaders and emerging leaders. The quantity of the volunteer effort is also important. Research on community self-development has often cited volunteer activities by a variety of community residents as a measure of successful community development (Flora and Flora, 1992). The respondents were asked "When you think of the time you work as a volunteer, would you say that in an average month you volunteer about..."

Table 5. Quantity of Volunteer Time by Group

<u>Response</u>	<u>Participants</u>	<u>Non-participants</u>
Up to 2 hours per month	6.1%	12.1%
2 < 5 hours per month	26.5%	23.6%
5 < 10 hours per month	30.6%	30.9%
10 < 20 hours per month	16.3%	24.2%
20+ hours per month	14.3%	6.7%
Don't Know	<u>6.1%</u>	<u>2.4%</u>
TOTAL	100.0%	100.0%
P= .2489		

While the findings are not statistically significant 30.6% of the participants volunteer 10 or more hours per month versus 30.9% of the non-participants. These findings indicate that little difference exists between the two groups when it comes to volunteer activities and the amount of time volunteered. Another measure of residential ties to one's community is the voluntary donation of money to local causes. Therefore, respondents were asked if they had donated any money to local volunteer organizations within the last year.

Table 6. Voluntary Donation of Money by Group

<u>Response</u>	<u>Participants</u>	<u>Non-Participants</u>
YES	64.2%	75.0%
NO	<u>35.8%</u>	<u>25.0%</u>
TOTAL	100.0%	100.0%

P=.1177

Traditional leaders are more likely than emerging leaders to donate money to volunteer organizations yet fully 2/3rds of the emerging leaders not only give of their time, but of their money, according to these findings.

Section 3.E. Level of Local Involvement During Past Year

All of the participants in the Community Builders Process had either completed or began going through the process during the past year. Therefore all respondents were asked if their involvement in community affairs had changed in the past year.

Table 7. Past Year Involvement in Community Affairs by Group

<u>Response</u>	<u>Participants</u>	<u>Non-participants</u>
Increased Dramatically	17.0%	10.1%
Increased Slightly	39.6%	30.3%
Stayed the Same	34.0%	48.4%
Decreased Slightly	9.4%	8.5%
Decreased Dramatically	0.0%	2.1%
Don't Know	<u>0.0%</u>	<u>.5%</u>
TOTAL	100.0%	100.0%

P=.2924

In evaluating the potential impact of participating in the Community Builders Process, respondents were asked about changes in their participation levels. No significant difference was found between those who participated in the program and those who did not. 56.6% of the participants said they increased their activity and 40.4% of the traditional leaders who did not participate in the program said they increased their activity. Traditional leaders were more likely to say their activities stayed the same. This makes sense considering that traditional leaders have previously established roles with previously established time commitments. We would expect that traditional leaders would be more likely to say their efforts remained unchanged. To more precisely measure whether the change in activities were related to changes in local economic development efforts, all of the respondents were asked, "During the last year would you say that activities focusing on economic development in your community have changed?"

Table 8. Change in Local Economic Development Activity During the past year by Group.

<u>Response</u>	<u>Non-Participants</u>	<u>Participants</u>
Increased Dramatically	26.4%	15.9%
Increased Slightly	43.4%	46.6%
Stayed the Same	22.6%	26.5%
Decreased Slightly	3.8%	7.4%
Decreased Dramatically	0.0%	0.5%
Don't Know	<u>3.8%</u>	<u>2.5%</u>
TOTAL	100.0%	100.0%

P=.5483

Participants in the Community Builders Process were slightly more optimistic about the change in local economic development during the last year. Sixty-nine point eight percent of the participants believed that economic development in their community had increased while 62.5% of

the non-participants believed those types of activities had increased. Overall, a large majority of participants and non-participants see economic development activity increasing in their communities.

Section 3.F. Increased Economic Development Activities Due to Community Builders Process?

As in any program evaluation, the direct linkage between programming and change in the community must be evaluated. In this study, participants and non-participants were asked if they saw increased economic development activity and whether or not they believed the community builders process PLAYED A ROLE IN THIS INCREASE? One hundred eighty-eight traditional leaders believed there had been an increase in economic development activity and 37 participants agreed.

Table 9. Increased Economic Development Activities Related to the Community Builders Process?

<u>Response</u>	<u>Participants</u>	<u>Non-participants</u>
YES	72.7%	47.7%
NO	15.9%	11.4%
Don't Know	<u>11.4%</u>	<u>40.9%</u>
TOTAL	100.0%	100.0%

P=.0015

These findings are statistically significant and show that those local residents who are participants were much more likely to say that the community builders process played a role in the increased economic development activities in their communities. This finding is not surprising; one would expect that those who had completed the process would have believed it to have an impact. The surprising result is that traditional leaders, by almost one-half (47.7%), believed that economic development activities in their communities had increased and that the Community Builders Process played a role in that increase. Slightly over 40% of the traditional leaders indicated that they did not know if the process had played a role.

Many of the traditional leaders who were not participants (40%) had not heard of the Community Builders Process. Yet, 40% did indicate that Community Builders played a role in increased economic development activity in their communities. Several examples were used to illustrate the point. They included:

Development of HERO board. Community Builders was involved.

New Homes were built.

Because of a person involved in Community Builders we had a wagon train come to our community and stay one night in our town. We had a community supper & old fashioned games played & a great time with the train planning to come back next year.

Local group of citizens helped raise money to reopen businesses.

These statements illustrate the types of programs identified as having been influenced by the community builders process by non-participants. These traditional leaders were able to identify specific projects in their communities. Yet, a large number of traditional leaders are unaware of the process in their area. Several explanations exist for this of course. The first is that any new group takes time to gain recognition in their community. The second, which may be most worrisome, is succinctly stated by a traditional leader in the central region of the state. He said:

When community builders was sold to our community they asked for people not involved in Chamber work. Therefore, those citizens had no avenue for taking their ideas to the public. Now that our economic development organization is involved I expect to see activity increase.

This issue is highlighted throughout the open-ended responses by the traditional leaders. A mechanism to link the traditional leaders and the emerging leaders seems to be called for as the program evolves. In rural areas where the human and economic resources are currently somewhat finite, it makes little sense to alienate the traditional leaders in a community. Therefore, a mechanism

that facilitated the interaction between the participants and non-participants would be beneficial to the process.

Section 4.A. Summary

In evaluating the impact and potential impact of the Community Builders Process, it is necessary to reflect on the composition of the traditional leader group and the non-traditional participants in the program. The striking differences are the gender, age and income differences. The community builders process does bring into the local community development arena residents who are different from the traditional leaders. Previous research has indicated that increased diversity in the leadership pool increases the chances of successful community economic development.

When examining the similarities and differences among the two groups in relation to volunteer activities, no difference exists. Both groups are involved in volunteer activities. The quantity of the activities is also similar.

Participants in the process are more likely to see an increase in local economic development activities. One reason for this is their involvement in multi-community development activities. Participants were more likely to be involved in multi-community efforts, beyond the community builders process, and to have done so more recently.

Participants are also slightly more likely to have increased their own involvement in community affairs during the last year. About one-half of the traditional leaders had not heard of the community builders process. Yet, of those who had, 47.7% believed the process was related to increased economic development in their communities. It is interesting to note that the traditional leaders who knew about the process and saw an increase in activity pointed towards very specific projects within their communities as evidence of the impact.

The one area that needs to be improved is the linkage between the participants in the process and the traditional leaders in the community. Respondents believed that the process needed to be linked more closely with traditional efforts in their community. Therefore, it is suggested that either meetings, mailings or another mechanism be developed which enables traditional leaders to know about and work with the participants as they become involved in community development activities.

Overall, the Community Builders Process has shown to be related to an increase in economic development in the communities where it is located. The participants believe they have increased their leadership skills and knowledge and, ability to guide economic development activities in their communities .

APPENDIX A

COMMUNITY BUILDERS PROCESS

PARTICIPANTS SURVEY

COMMUNITY BUILDERS PROCESS EVALUATION

Conducted by

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Community Builders Process
Evaluation

As community development efforts occur in rural areas of Nebraska, it is important to know what efforts are successful and what changes would make them better. Please take a few moments of your time and answer the questions below. All of your answers will be anonymous and no one individual's answers will ever be reported.

Q1. What did you like best about the Community Builders Process?

Q2. What aspect of the process did you find to be most in need of improvement?

Q3. Why did you become involved in the Community Builders Process?

Q4. What did you hope to gain by your participation in the Community Builders Process?

Q5. When you think about your personal expectations of the Community Builders Process, would you say that your expectations were: (Please circle one answer)

Exceeded
1

Met
2

Not Met
3

Please explain your answer

VOLUNTEER ACTIVITIES

Now, I would like to ask a few questions about your volunteer activities in your community.

Q6. How will your level of activity in community volunteer organizations be affected by the Community Builders Process? (Please circle one statement)

My Activity
will increase

My Activity
will remain
about the same

My Activity
will decrease

No
Comment

In ten words or less, why?

Q7. As you look ahead, what support do you need for community and economic development programs? (Check all that apply).

_____ Information/Educational materials on:

_____ Assistance with:

_____ Workshop training on:

- _____ Strategic Planning
- _____ Support for Main Street Businesses
- _____ Support for Home Based Businesses
- _____ Training on Environmental Issues Facing Rural Nebraska
- _____ Coalition Building
- _____ Leadership Training
- _____ Tourism development and Planning
- _____ Grant writing
- _____ Entrepreneurial training
- _____ Recruiting new businesses
- _____ Retention and Expansion of Existing Businesses

Q8. In the last year, have you participated in local economic development activities?

1 YES

2 NO

3 NO COMMENT

Q9. What caused you to participate in economic development or community development activities?

Q10. Have you participated in economic development programs and activities which combined members from more than one community? (Please circle one)

- 1 YES 2 NO 3 NO COMMENT

Q11. If YES, was it? (Please circle one)

- 1 WITHIN THE LAST MONTH
2 TWO TO THREE MONTHS AGO
3 MORE THAN THREE MONTHS AGO BUT LESS THAN ONE YEAR AGO
4 MORE THAN ONE YEAR AGO BUT LESS THAN THREE YEARS AGO
5 MORE THAN THREE YEARS AGO

Q12. Do you currently volunteer in your community? (Please circle one answer)

- 1 YES 2 NO (If No, go to Q. 14) 3 NO COMMENT

Q13. When you think of the time that you work as a volunteer, would you say that in an average month you volunteer about (Please circle one answer)

- 1 UP TO TWO HOURS PER MONTH
2 MORE THAN TWO HOURS PER MONTH BUT LESS THAN FIVE HOURS PER MONTH
3 MORE THAN FIVE HOURS BUT LESS THAN 10 HOURS PER MONTH
4 MORE THAN TEN HOURS BUT LESS THAN 20 PER MONTH
5 TWENTY OR MORE HOURS PER MONTH
6 DON'T KNOW

Q14. Have you donated money to any volunteer organizations within your community during that last month?

- 1 YES 2 NO 3 NO COMMENT

Q15. If YES would you say that you donate money to: (Please circle one answer).

- 1 1 TO 2 ORGANIZATIONS
2 3 TO 5 ORGANIZATIONS
3 6 TO 10 ORGANIZATIONS
4 MORE THAN 10 ORGANIZATIONS

Q16. When you think of your past role in community affairs (during the last 12 months) would you say that your level of involvement has: (please circle one answer)

- 1 INCREASED DRAMATICALLY
2 INCREASED SLIGHTLY
3 STAYED THE SAME
4 DECREASED SLIGHTLY
5 DECREASED DRAMATICALLY
6 DON'T KNOW

Q17. During the last year would you say that activities focusing on economic development in your community have:

- 1 INCREASED DRAMATICALLY
2 INCREASED SLIGHTLY
3 STAYED THE SAME
4 DECREASED SLIGHTLY
5 DECREASED DRAMATICALLY
6 DON'T KNOW

Q18. If you answered that there has been an increase in economic activity, would you say that the Community Builders Process has PLAYED A ROLE IN THIS INCREASE?

- 1 YES 2 NO 3 DON'T KNOW

Q19. Please explain your answer.

Q20. When you think of the consensus within your community about the direction it should move in economic development, would you say that there has been a DRAMATIC INCREASE, A SLIGHT INCREASE, IT HAS STAYED THE SAME, IT HAS DECLINED SLIGHTLY, IT HAS DECLINED DRAMATICALLY? (Please circle one answer)

- 1 A DRAMATIC INCREASE
- 2 A SLIGHT INCREASE
- 3 STAYED THE SAME
- 4 A SLIGHT DECLINE
- 5 A DRAMATIC DECLINE
- 6 DON'T KNOW

Q21. Would you say that during the past year that you have worked MORE CLOSELY WITH STATE AGENCIES, HAVE WORKED THE SAME, OR HAVE DECREASED WORKING WITH STATE AGENCIES?

- 1 MORE CLOSELY WITH STATE GOVERNMENT
- 2 HAVE WORKED THE SAME
- 3 HAVE DECREASED WORKING WITH STATE AGENCIES
- 4 DON'T KNOW

Please Explain Your Answer

Q22. Would you say that in the last year the number of local leaders has INCREASED, STAYED THE SAME OR DECLINED? (Please circle one answer)

- 1 INCREASED
- 2 STAYED THE SAME
- 3 DECLINED
- 4 DON'T KNOW

Personal Growth

Q23. When you think about your participation in the Community Builders Process, what changes do you think you went through as you participated?

Q24. What new skills did you develop?

Community Successes

Q25. Please list any community successes that you think can be attributed to the Community Builders Process.

To finish the survey I'd appreciate it if you would answer a few questions about yourself and your family. Remember, that your answers will be summarized anonymously and No one individual's answers will ever be reported.

Q26. What is your age? _____ YEARS

Q27. What is your sex?

- 1 MALE
- 2 FEMALE

Q28. What is your marital status?

- 1 MARRIED
- 2 DIVORCED
- 3 SINGLE
- 4 WIDOW OR WIDOWER

Q29. Which category below best describes your highest level of formal education? (Please circle one)

- | | |
|---------------------------|--------------------------|
| 1 ELEMENTARY SCHOOL | 5 SOME COLLEGE |
| 2 SOME HIGH SCHOOL | 6 COLLEGE GRADUATE 2 YR. |
| 3 HIGH SCHOOL GRADUATE | 7 COLLEGE GRADUATE 4 YR |
| 4 VOCATIONAL/TRADE SCHOOL | 8 POST GRADUATE |

Q30. If you graduated from a college, in what field did you obtain your degree?

Q31. What is your general occupation? _____

Q32. Do you generally work in your home community?

- 1 YES
- 2 NO

Q33. Do you do some of your work at home?

- 1 YES
- 2 NO

Q34. Listed below are some broad income categories. Please indicate which category best describes your household income for 1994. (Please circle one number)

- | | |
|---------------------|---------------------|
| 1 UNDER \$12,000 | 4 \$30,000-\$39,000 |
| 2 \$12,000-\$19,999 | 5 \$40,000-\$49,999 |
| 3 \$20,000-\$29,999 | 6 \$50,000 OR MORE |

Q35. How long have you lived in this community? _____ YEARS

Q36. Before living in this community did you have relatives that lived in the community?

- 1 YES
- 2 NO
- 3 DON'T KNOW

Q37. If yes, how long did they live here? _____ YEARS

Q38. Would you be willing to be contacted about local economic development activities during the following year?

- 1 YES
- 2 NO

If YES please write your name and address on the following lines.
Thank You.

NAME _____

ADDRESS _____

PHONE # (Optional) _____

Thank you for taking the time to fill out this short survey. If there is something you would like to add that you think is important about the Community Builders Program or your community that we failed to ask, please feel free to add it here. Thanks again.

Please Return to:
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APPENDIX B

COMMUNITY BUILDERS PROCESS

NON-PARTICIPANTS SURVEY

COMMUNITY BUILDERS PROCESS EVALUATION

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ECONOMIC DEVELOPMENT ACTIVITIES

Q1. I would like to begin by asking a few questions about local economic development activities in your community and region. In the last year, have you participated in local economic development activities?

1 YES 2 NO 3 NO COMMENT

Q2. What caused you to participate in economic development or community development activities?

Q3. Have you participated in economic development programs and activities that combined members from more than one community? (Please circle one)

1 YES 2 NO 3 NO COMMENT

Q4. If YES, was it? (Please circle one)

- 1 WITHIN THE LAST MONTH
- 2 TWO TO THREE MONTHS AGO
- 3 MORE THAN THREE MONTHS AGO BUT LESS THAN ONE YEAR AGO
- 4 MORE THAN ONE YEAR AGO BUT LESS THAN THREE YEARS AGO
- 5 MORE THAN THREE YEARS AGO

VOLUNTEER ACTIVITIES

I would like to ask a few questions about your volunteer activities in your community.

Q5. Do you currently volunteer in your community? (Please circle one answer)

- 1 YES 2 NO (If No, go to Q. 7) 3 NO COMMENT

Q6. When you think of the time that you work as a volunteer, would you say that in an average month you volunteer about (Please circle one answer)

- 1 UP TO TWO HOURS PER MONTH
- 2 MORE THAN TWO HOURS PER MONTH BUT LESS THAN FIVE HOURS PER MONTH
- 3 MORE THAN FIVE HOURS BUT LESS THAN 10 HOURS PER MONTH
- 4 MORE THAN TEN HOURS BUT LESS THAN 20 PER MONTH
- 5 TWENTY OR MORE HOURS PER MONTH
- 6 DON'T KNOW

Q7. Have you donated money to any volunteer organizations within your community during that last month?

- 1 YES 2 NO 3 NO COMMENT

Q8. If YES would you say that you donate money to: (Please circle one answer).

- 1 1 TO 2 ORGANIZATIONS
- 2 3 TO 5 ORGANIZATIONS
- 3 6 TO 10 ORGANIZATIONS
- 4 MORE THAN 10 ORGANIZATIONS

Q9. When you think of your role in community affairs during the last 12 months would you say that your level of involvement has: (please circle one answer)

- 1 INCREASED DRAMATICALLY
- 2 INCREASED SLIGHTLY
- 3 STAYED THE SAME
- 4 DECREASED SLIGHTLY
- 5 DECREASED DRAMATICALLY
- 6 DON'T KNOW

Q10. During the last year would you say that activities focusing on economic development in your community have:

- 1 INCREASED DRAMATICALLY
- 2 INCREASED SLIGHTLY
- 3 STAYED THE SAME
- 4 DECREASED SLIGHTLY
- 5 DECREASED DRAMATICALLY
- 6 DON'T KNOW

Q11. If you answered that there has been an increase in economic activity, would you say that the Community Builders Process has PLAYED A ROLE IN THIS INCREASE?

- 1 YES 2 NO 3 DON'T KNOW

Q12. Please explain your answer.

Q13. Do you think the level of activity in volunteer organizations in your community will be influenced by the Community Builders Process? (Please circle one statement)

Activity will increase	Activity will remain about the same	Activity will decrease	No Comment	Don't Know
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In ten words or less, why?

Q14. As you look ahead, what support do you need for community and economic development programs? (Check all that apply).

_____ Information/Educational materials on:

_____ Assistance with:

_____ Workshop training on:

- _____ Strategic Planning
 - _____ Support for Main Street Businesses
 - _____ Support for Home Based Businesses
 - _____ Training on Environmental Issues Facing Rural Nebraska
 - _____ Coalition Building
 - _____ Leadership Training
 - _____ Tourism development and Planning
 - _____ Grant writing
 - _____ Entrepreneurial training
 - _____ Recruiting new businesses
 - _____ Retention and Expansion of Existing Businesses
-

Q15. When you think of the consensus within your community about the direction it should move in economic development, would you say that there has been a DRAMATIC INCREASE, A SLIGHT INCREASE, IT HAS STAYED THE SAME, IT HAS DECLINED SLIGHTLY, IT HAS DECLINED DRAMATICALLY? (Please circle one answer)

- 1 A DRAMATIC INCREASE
- 2 A SLIGHT INCREASE
- 3 STAYED THE SAME
- 4 A SLIGHT DECLINE
- 5 A DRAMATIC DECLINE
- 6 DON'T KNOW

Q16. Would you say that during the past year that you have worked MORE CLOSELY WITH STATE AGENCIES, HAVE WORKED THE SAME, OR HAVE DECREASED WORKING WITH STATE AGENCIES?

- 1 MORE CLOSELY WITH STATE GOVERNMENT
- 2 HAVE WORKED THE SAME
- 3 HAVE DECREASED WORKING WITH STATE AGENCIES
- 4 DON'T KNOW

Please Explain Your Answer

Q17. Would you say that in the last year the number of local leaders has INCREASED, STAYED THE SAME OR DECLINED? (Please circle one answer)

- 1 INCREASED
- 2 STAYED THE SAME
- 3 DECLINED
- 4 DON'T KNOW

Community Successes

Q18. Please list any community successes that you think can be attributed to the Community Builders Process.

To finish the survey I'd appreciate it if you would answer a few questions about yourself and your family. Remember, that your answers will be summarized anonymously and No one individual's answers will ever be reported.

Q19. What is your age? _____ YEARS

Q20. What is your sex?

- 1 MALE
- 2 FEMALE

Q21. What is your marital status?

- 1 MARRIED
- 2 DIVORCED
- 3 SINGLE
- 4 WIDOW OR WIDOWER

Q22. Which category listed below best describes your highest level of formal education? (Please circle one)

- | | |
|---------------------------|--------------------------|
| 1 ELEMENTARY SCHOOL | 5 SOME COLLEGE |
| 2 SOME HIGH SCHOOL | 6 COLLEGE GRADUATE 2 YR. |
| 3 HIGH SCHOOL GRADUATE | 7 COLLEGE GRADUATE 4 YR |
| 4 VOCATIONAL/TRADE SCHOOL | 8 POST GRADUATE |

Q23. If you graduated from a college, in what field did you obtain your degree?

Q24. What is your general occupation? _____

Q25. Do you generally work in this community area?

- 1 YES
- 2 NO

Q26. Do you do some of your work at home?

- 1 YES
- 2 NO

Q27. Listed below are some broad income categories. Please indicate which category best describes your household income for 1994. (Please circle one number)

- | | |
|---------------------|---------------------|
| 1 UNDER \$12,000 | 4 \$30,000-\$39,000 |
| 2 \$12,000-\$19,999 | 5 \$40,000-\$49,999 |
| 3 \$20,000-\$29,999 | 6 \$50,000 OR MORE |

Q28. How long have you lived in this community?

_____ YEARS

Q29. Before living in this community did you have relatives that lived in the community?

- 1 YES
- 2 NO
- 3 DON'T KNOW

Q30. If yes, how long did they live here? _____ YEARS

Q31. Would you be willing to be contacted about local economic development activities during the following year?

- 1 YES
- 2 NO

If YES please write your name and address on the following lines.
Thank You.

NAME _____

ADDRESS _____

PHONE # (Optional) _____

Thank you for taking the time to fill out this short survey. If there is something you would like to add that you think is important about the Community Builders Program or your community that we failed to ask, please feel free to add it here. Thanks again.

Please Return to:
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