

## OVERVIEW

**Module #2 – Community Assessment** describes the “ANALYZE” step in the community development process (see box to the right). The assessment and analysis provide the foundation for consensus building and strategic planning.

### Who should use this module?

- Community organizations and people involved in a strategic planning process.

### How can the information in this module benefit your community?

- Community assessments serve as a basis for community dialogue on current situations and create momentum to move the community forward.
- Describes how to identify assets, competitive strengths, weaknesses causing investor risk, opportunities for improvement, and threats (SWOT Analysis) affecting a community’s competitiveness.
- Provides a straight-forward approach with templates to complete a community assessment. The module identifies exactly what data and information needs to be collected and analyzed.
- Investors and funding sources will demand information captured in a community assessment. Business investors do their own assessment, whether the community is aware of it or not. A community needs to have an accurate and realistic accounting of the many factors and data points dispelling perception from reality both within the community and for external audiences.

### SUMMARY OF THE COMMUNITY DEVELOPMENT PROCESS

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#### ORGANIZE

Organize the group  
Define the mission  
Identify stakeholders

#### ANALYZE

Collect information  
Analyze findings

#### COMMUNICATE

Keep public informed

#### PLAN

Expand organization  
Identify leadership  
Establish a plan  
Create vision statement  
Develop strategic plan

#### IMPLEMENT

Begin programs  
Seek early successes

#### EVALUATE

Review and adjust

#### CELEBRATE

Publicly celebrate  
Recognize citizen efforts

#### SUSTAIN

Create new goals