

# EDMONTON SOCIAL PLANNING COUNCIL

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A COMMUNITY RESOURCE



United Way  
A Member Agency

## GENERAL INTRODUCTION

The Edmonton Social Planning Council provides support services to complement the voluntary efforts of citizens in community planning and decision making. We serve volunteer citizen groups and those working with citizens to focus on community objectives and ways of achieving them. We will not make decisions for a community or group but will give its members information, ideas, techniques and support that will enable them to make the best decisions themselves. We also provide a consulting and training service for professionals who are involved in working with communities.

## HOW WE HELP

**CONSULTATION SERVICES:** A large body of knowledge exists in the area of social planning which can be adapted and used by citizens, community groups, social agencies and professionals. However, it is the adaptation which seems to cause great difficulty. So much theory and so little practical help! We add to this knowledge base our staff and volunteer skills, and provide specific help to you as citizens and professionals, planning programs or attempting to solve problems in your particular communities or organizations. Our consultation process follows these steps:

1. We meet with you to understand your needs and hopes, to determine any underlying problems and to set out realistic expectations for action.
2. We look, with you, at your organization or group, its planning and programming, and the impact you may have on the community.
3. We present to you an outline of our analysis and a proposal for action which may lead to solution of a problem or development of program strategy. We believe in working at a very practical level, not in producing theoretical models.
4. We work with you to ensure the actions taken are reasonable and appropriate to your needs.

In our experience, this process results in a positive experience in social planning for all those involved.

**TAILOR-MADE WORKSHOPS:** The aim of our workshops is to develop skills and resources that are specific to your group and the problem or need you are addressing. Upon request, we meet with your representatives to discuss the particular situation and develop a workshop that meets your unique needs. A basic framework is followed, but each training session is "tailor-made" according to your interests and skills, your time and resources.

**PRINTED RESOURCES:** Through our community contacts and experience, we have developed a resource library that can be used by groups or individuals seeking information on a broad range of subjects (e.g., neighborhood studies, planning, community development techniques, volunteerism, social action programs, urban issues and social impact assessment). Based on consultations, workshops and research, we have published resource manuals and studies geared for community use. These are available free or at low cost.

Some examples: "The Board-Staff Workbook" - a resource for volunteer boards  
"People First" - a community self-help planning manual  
(available early summer 1979)  
"To Be Poor in Canada"  
"Justice in Alberta: A Citizens' Look at the Law"

(PROGRAM AREAS - please turn over)

## EDMONTON SOCIAL PLANNING COUNCIL

### PROGRAM AREAS

#### Community Involvement

- community development/organization techniques
- researching community needs, e.g. community survey, community profile
- motivation: working with the effects of positive and negative experiences in citizen action
- community systems: identifying decision makers
- techniques for negotiating
- attaining community cooperation and commitment for programs, projects, causes
- forms of citizen participation: community development corporations, coop's, local neighborhood groups, city-wide responses to issues.

#### Planning and Evaluation in Social Action

- the planning process: setting priorities, developing indices for success, creating strategies, identifying resources for action
- evaluation: why evaluate, what is evaluated, evaluation techniques, the uses of evaluation
- building effective task forces
- plans for planning: establishing a base for creative planning.

#### Community Resources

- the make-up of a community: types of communities and the implications for social planning and social change
- problem identification: determining group and community needs
- identifying community resources, matching of resources to needs
- developing resources.

#### Board of Directors

- what is a Board - types
- Board-staff relationships
- recruitment and orientation of members, identifying skills
- operating structures
- effective meetings
- the role of the chairperson.

#### Organizational Development (Social Management) for Citizens and Professionals

- how to start up new organizations
- how to expand and restructure roles for existing groups and organizations
- establishing a base for cooperative efforts
- plans for planning: the development of strategies for long term planning needs
- how to develop action systems to achieve goals
- the place for volunteers in community groups and social organizations.

#### Urban Policies

- social, economic and political systems of a city
- policies of the City of Edmonton that affect communities
- how to have input into policy making
- municipal and provincial planning bodies, policies, and laws that affect communities.

#### Working with Citizens

- citizen participation: rationale, forms and processes, assessment of what determines effective citizen participation in a given situation
- motivating people: the effects of experience
- communication and information: techniques and systems
- positive utilization of human resources
- designing and implementing citizen participation processes and projects...

#### Training for Community Trainers

- what is a workshop
- consulting skills
- planning an agenda
- physical setting
- expectations of participants
- leadership styles
- follow-up action.

#### Change ... Beyond the Status Quo

- why change
- characteristics of change
- factors that facilitate change
- making the most of change
- local systems and their potential for change
- roles for the change agent
- who makes the decisions that affect change.