

## PUBLIC CAPITAL: A WAY TO BUILD COMMUNITY

THE FACTORS OF PUBLIC CAPITAL	WHAT TO THINK ABOUT	YOUR ASSETS
<b>THE TANGIBLE DIMENSIONS OF PUBLIC CAPITAL</b>		
<p><b>An Abundance of Social Gatherings</b> — that enable people to learn about what is happening in the community and begin to develop a sense of mutual trust.</p>	<ul style="list-style-type: none"> <li>▶ How are you creating places for people to connect with others?</li> <li>▶ To what extent do people mix within different spaces?</li> </ul>	
<p><b>Organized Spaces for Interaction</b> — where people can come together to learn about, discuss, and often act on community challenges. These spaces help a community begin to identify and tap resources to address concerns.</p>	<ul style="list-style-type: none"> <li>▶ How do these places give people room to express themselves?</li> <li>▶ Will people feel they can make a difference?</li> </ul>	
<p><b>Catalytic Organizations</b> — that help engage people in public life, spur discussion on community challenges and marshal a community's resources to move ahead. These organizations help lay the foundation for community action, but do not act as the driving force.</p>	<ul style="list-style-type: none"> <li>▶ Is genuine learning about the community and others going on?</li> <li>▶ How is the organization bringing people together across dividing lines?</li> <li>▶ Are new ideas being incubated and spun off to others?</li> <li>▶ Is a mirror being held up to the community?</li> </ul>	
<p><b>Safe Havens for Decision Makers</b> — where a community's leaders can deliberate and work through community concerns in "unofficial," candid discussions.</p>	<ul style="list-style-type: none"> <li>▶ Are you creating places where leaders can meet and feel "safe"?</li> <li>▶ How are people getting to know and trust each other—and building new norms?</li> </ul>	
<b>THE LINKS BETWEEN THE TANGIBLE DIMENSIONS</b>		
<p><b>Strong, Diverse Leadership</b> — that extends to all layers of a community, understands the concerns of the community as a whole and serves as a connector among individuals and organizations throughout the community.</p>	<ul style="list-style-type: none"> <li>▶ Are you cultivating leaders at different levels of the community?</li> <li>▶ Do you bring existing and emerging leaders together?</li> <li>▶ How are people's leadership capacities being developed?</li> </ul>	
<p><b>Informal Networks and Links</b> — that connect various individuals, groups, organizations and institutions together to create a cross-fertilization effect of experiences, knowledge and resources. People carry and spread ideas, messages and community norms from place to place.</p>	<ul style="list-style-type: none"> <li>▶ How are networks being built for people to share ideas and work together?</li> <li>▶ Are people focused on working for the benefit of the community?</li> <li>▶ How are relationships and links growing?</li> </ul>	
<p><b>Conscious Community Discussion</b> — where a community has ample opportunity to think about and sort through its public concerns before taking action. People play an active role in helping decide how the community should act. Discussions about</p>	<ul style="list-style-type: none"> <li>▶ Are people being engaged to express aspirations for the community (or on issues or a project)?</li> <li>▶ How are you infusing what you learn into your goals, program design, and relationships?</li> <li>▶ Are you creating an ethic of engagement in organizations and community?</li> </ul>	
<b>THE UNDERLYING CONDITIONS OF PUBLIC CAPITAL</b>		
<p><b>Community Norms for Public Life</b> — that help guide how people act individually, interact and work together. These norms set the standards and tone for civic engagement.</p>	<ul style="list-style-type: none"> <li>▶ How do your efforts help build more productive norms in community?</li> <li>▶ What stories can you tell about how people are working together?</li> </ul>	
<p><b>A Shared Purpose for the Community</b> — that sends an explicit message about the community's aspirations and helps reinforce that everyone is headed toward a common goal.</p>	<ul style="list-style-type: none"> <li>▶ Where can people talk about questions of shared purpose—in a program or staff meeting, board session, community engagement meeting, leadership discussion?</li> <li>▶ How can you spread a shared sense of purpose?</li> </ul>	

A Public Orientation

Community Context

Authentic Engagement

Impact

Sustainability

Appendix

