

Public Knowledge Self-Assessment

	We've Got it	Real Progress	Starting to Improve	Business as usual	N/A
Issues of concern: the concerns, challenges and issues that people talk about, and how they define those concerns. The tensions they wrestle with.					
Aspirations: aspirations people hold for their community, their future and those of others					
Sense of place: the history of the people, places, and issues of concern. Evolution and development of these things over time. The look and feel of the community.					
Sources: people in the community or on a topic who are considered authentic, credible and trusted. Beyond "officials."					
People: what's valuable to people in your community - heritage, sports, stories. The language used and norms.					
Civic places: where people get together (offline, online, etc) and where they can be engaged					
Stereotypes to watch: preconceived notions and/or professional biases you and/or others have about the community/topic you are exploring.					