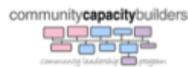




## Topic 2.3 Lecture 2

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# Community Visioning Models



Welcome to lecture 2 of Topic 2.3. In this lecture we look at examples of community visioning models.

We will look at 3 examples:

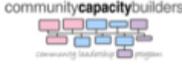
- The Oregon Model
- The Asset Based Community Development Model, and
- The Mobilizing for Action through Partnerships and Planning Model



# Oregon Model

- Four steps
  - Step 1: Where are we now?
  - Step 2: Where are we going?
  - Step 3: Where do we want to be?
  - Step 4: How do we get there?

Ames, 1993, p. 9



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The Oregon Model was developed by Steven Ames.

As noted in Topic 1.2 'Community Based Research', the Oregon Model consists of four steps which aim to answer the following questions:

- Step 1: Where are we now?
- Step 2: Where are we going?
- Step 3: Where do we want to be?
- Step 4: How do we get there?



## Oregon Model: Step 1

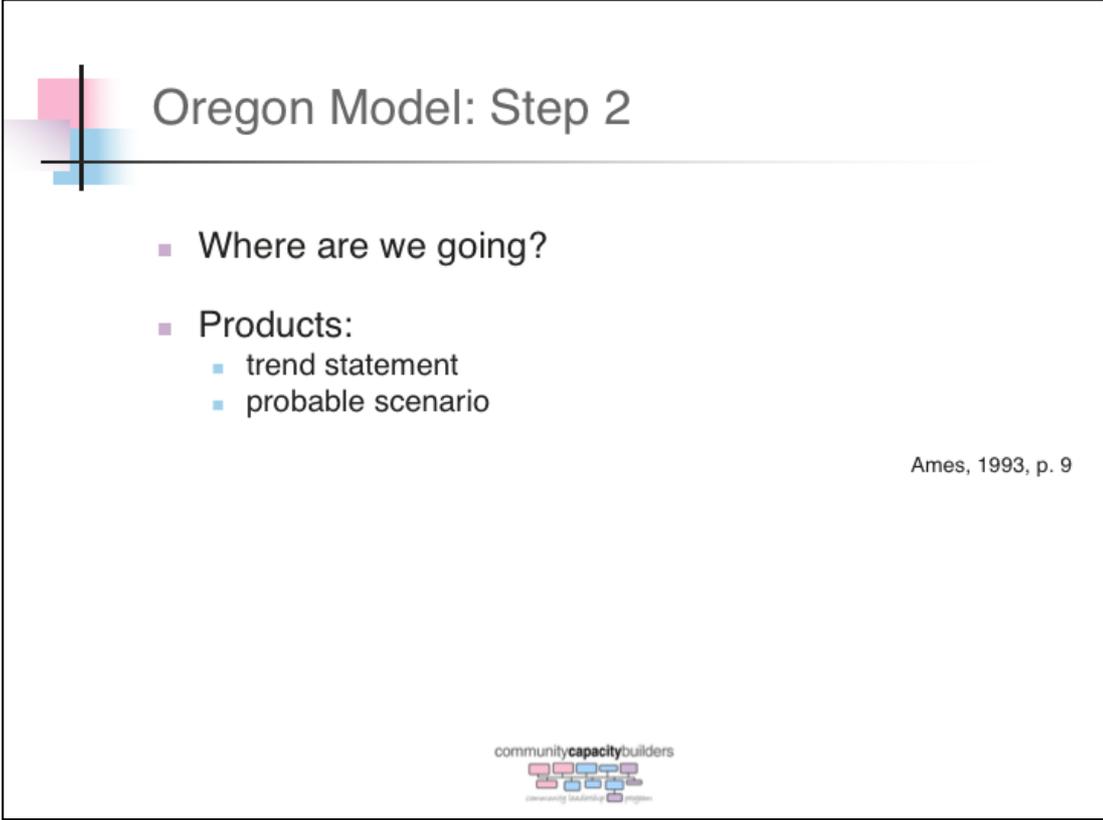
- Where are we now?
- Products:
  - community profile
  - statement of community values

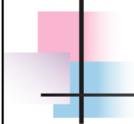
Ames, 1993, p. 9



In Topic 1.2 ‘Community Based Research’ we noted that the first step of the Oregon Model, ‘Where are we now?’ is related to the concepts, tools and techniques we covered in Topic 1.2, as the first step of the Oregon Model focuses on researching the current characteristics of the community. We also noted in Topic 1.2 that the purpose of identifying the characteristics of the community at step 1 of the Oregon Model is to develop a community profile containing the community’s characteristics and to determine the current strengths that could be used, the weaknesses that needed to be overcome, opportunities that could be grasped and threats that could be avoided by the community.

In Topic 1.2 we also noted that during the first step of the Oregon Model a statement of community values is often developed, which can be used in later stages in the collaborative planning process to evaluate if the directions and projects chosen to achieve the community’s preferred vision of the future fit with the community’s values.



 Oregon Model: Step 2

- Where are we going?
- Products:
  - trend statement
  - probable scenario

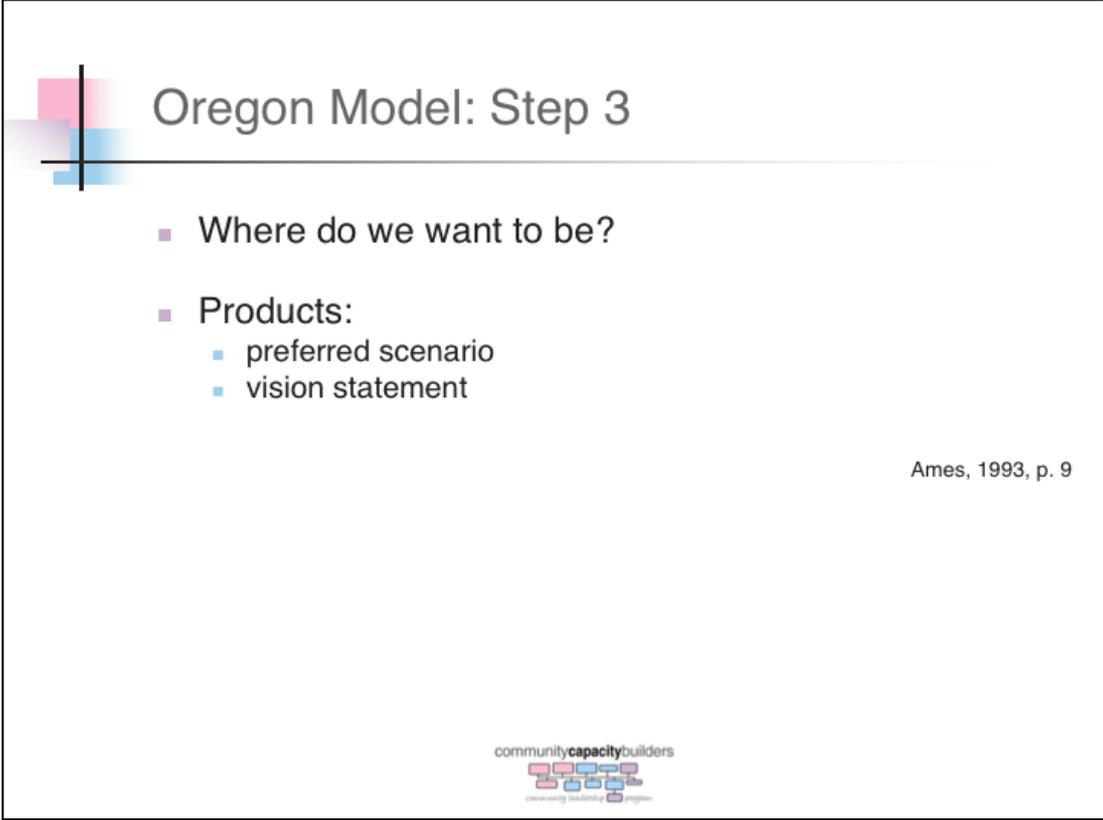
Ames, 1993, p. 9

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In Topic 1.3 ‘Trends & Paradigm Shifts’ we noted that the process of anticipatory action research (participatory action research that focuses on anticipating possible futures for communities and collectively taking action to shape the future of communities) could assist communities to answer the question raised at step two in the Oregon Model ‘Where are we going?’.

We also noted in Topic 1.3 that during step 2 of the Oregon Model a Trend Statement is often developed by analysing research to identify current and projected trends and determining the potential impact of these trends on the community.

Another piece of work often developed during the second step of the Oregon Model, which we noted in topic 1.3, is a Probable Scenario for some point in the future if the community stays on its current course. A probable scenario for the future is created by projecting the current situation of the community and the likely impact of trends to some point in the future, whilst assuming that the community will not take any action to address its current situation or the impact of trends.



**Oregon Model: Step 3**

- Where do we want to be?
- Products:
  - preferred scenario
  - vision statement

Ames, 1993, p. 9

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The third step of the Oregon Model, which is the focus of this topic, is Step 3: 'Where do we want to be?' It is at this step that the community determines its preferred vision for the future.

In the Introduction Lecture for this course we noted that answering the question 'Where do we want to be?' - setting the direction of an organisation or community, is one of the four critical processes of leadership.

During step 3 of the Oregon Model two products are produced:

The community's *preferred scenario* for the future, which describes where the community would like to be in the future, and

A vision statement



# Asset Based Community Development

- Asset Based Community Development
  - Gifts of Individuals
    - Skills and abilities of local people
  - Power of Community Groups
    - The community groups located within the community and their interest in community building
  - Resources of Local Institutions
    - The agencies located within the community and the resources they have to contribute towards community building

Kretzmann and McKnight, 1995



During Topic 1.8 ‘Learning Communities’ we identified that there were many similarities between the process used in the Oregon Model and the process used in the Asset Based Community Development Model.

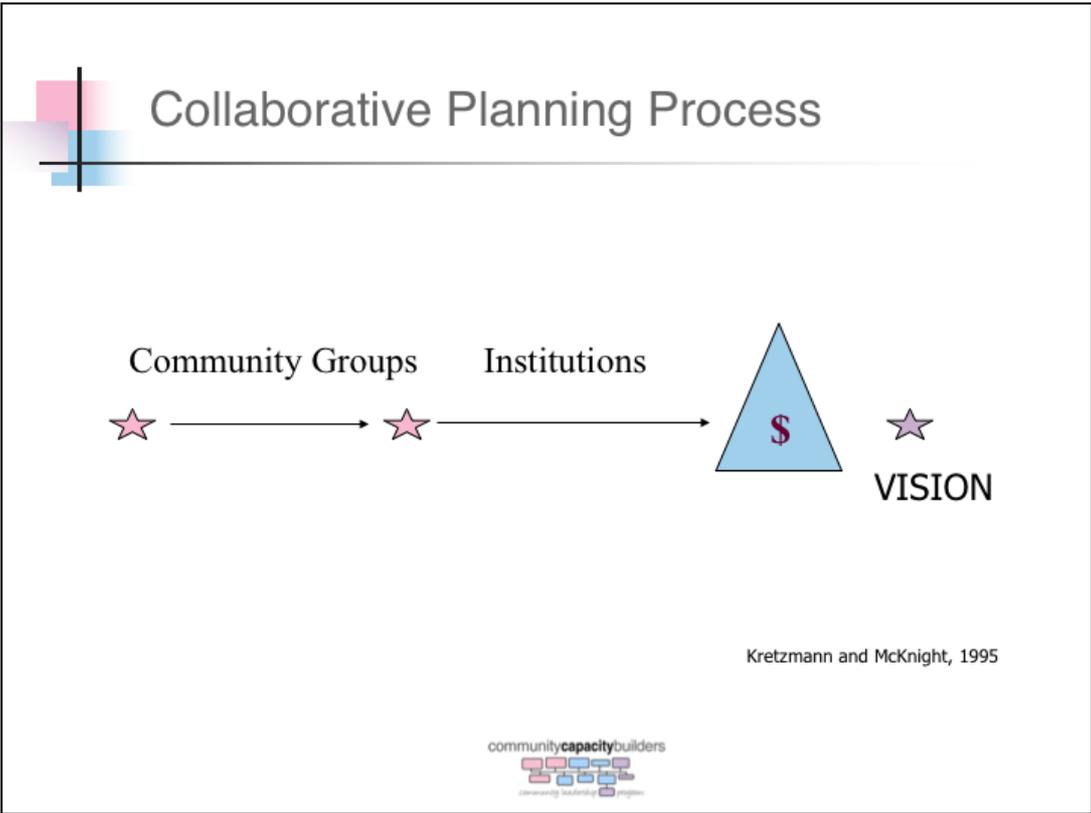
Like the Oregon Model, the Asset Based Community Development Model analyses the current situation of the community before creating a shared vision for the future

To analyse the current situation, we saw in topic 1.8 that asset based community development surveys these three types of community assets:

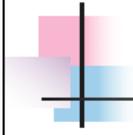
- Gifts of Individuals – skills and abilities of local people
- Power of Community Groups – the community groups located within the community and their interest in community building
- Resources of Local Institutions – the agencies located within the community and the resources they have to contribute towards community building



During Topic 1.8 we also highlighted that the Asset Based Community Development Model recognises that the coalition of community stakeholders may need to also apply to outside funders for further resources in addition to the resources of community groups and institutions in order to achieve its vision (Kretzmann and McKnight, 1995).



Kretzmann and McKnight (1995) acknowledge that in order to achieve its vision, the community may then need to apply to outside funders for further resources.



## The MAPP Model

- Develops a shared vision for the future before analysing the current situation of the community
- Brings together public, private, and voluntary organisations, community members and informal associations to collaboratively determine the most effective way to address community health issues

National Association of County and City Health Officials, n.d.1

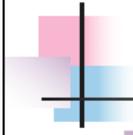


The Mobilizing for Action through Planning and Partnerships Model is commonly referred to by its acronym MAPP.

Unlike the Oregon Model and the Asset Based Community Development Model, the MAPP model develops a shared vision for the future before it analyses the current situation of the community.

The MAPP Model has been developed to assist communities to improve their health and quality of life through a whole of community planning process that identifies and uses community resources effectively.

It brings together public, private, and voluntary organisations, community members and informal associations to collaboratively determine the most effective way to address community health issues (National Association of County and City Health Officials, n.d.1).



## The MAPP Model

- Phases:
  - Lead community organisations coming together to implement the MAPP process
  - The engagement of the community
  - The identification of common values and the **creation of a shared vision** for the future
  - Conducting four assessments to **identity the key challenges and opportunities currently facing the community**
  - The identification of issues that need to be addressed by the community based on the challenges and opportunities from the assessments
  - The formulation of goals and strategies to address each of the issues identified
  - Action planning, implementation and evaluation

National Association of County and City Health Officials, n.d.2



The phases of the MAPP Model include:

The coming together and commitment of lead organisations in the community to implement the MAPP process

The engagement of the community

The identification of common values and the creation of a shared vision of what the community would like to look like in the future

The conducting of four MAPP assessments to identify the key challenges and opportunities currently facing the community

The identification of issues that need to be addressed by the community based on the challenges and opportunities from the assessments

The formulation of goals and strategies to address each of the issues identified

Action planning, implementation and evaluation



## References

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- Ames, SC (1993) *A Guide to Community Visioning: Hands-On Information for Local Communities*, Oregon Visions Project, American Planning Association (Oregon Chapter), Portland, Oregon
- Kretzmann, J and McKnight, J (1995) *Mobilizing Community Assets*, video recording, six part series, Civic Television Network
- National Association of County and City Health Officials (n.d.1), *Mobilizing for Action through Planning and Partnerships: Introduction – What is MAPP?*, viewed 24 August 2005, <<http://mapp.naccho.org/fulltextintroduction.asp>>
- National Association of County and City Health Officials (n.d.2), *Mobilizing for Action through Planning and Partnerships: Introduction – How MAPP Works*, viewed 14 November 2007, <[http://mapp.naccho.org/mapp\\_introduction2.asp](http://mapp.naccho.org/mapp_introduction2.asp)>

