



## CultivateNC™

### Curriculum Fact Sheet

#### What is the CultivateNC Curriculum?

CultivateNC is the *new* primary NC Cooperative Extension (NCCE) Community Development program. The goal of CultivateNC is to grow Cooperative Extension capacity and involvement in *community* and *economic* development initiatives. We provide this assistance through skills trainings, community asset-mapping, community mentoring, direct technical assistance and facilitation in strategic economic development planning.

An important piece of CultivateNC is the creativity-based community development curriculum we created specifically for NCCE. The CultivateNC curriculum engages communities of people in redeveloping, reenergizing, and reinventing the areas where they live, work, and play.

#### Why should my community use this curriculum?

The goal of the CultivateNC curriculum is to create a community engagement process that enables community stakeholders not only to see, but attain, new opportunities for themselves and for their community. By implementing the CultivateNC curriculum the community can expect to:

- Discover new economic opportunities that are possible in today's global marketplace.
- Strengthen community bonds, increase civic knowledge, and build leadership capacity.
- Increase the number of people participating in public dialog and /or decision-making on public issues.
- Develop or strengthen regional partnerships or collaborations.
- Develop a deeper appreciation, in student participants for their community and gain experience in civic governance.
- Be better able to discern which economic strategies will be a good fit for the community's natural, human, and cultural resources and thus become more sustainable.

#### How long does it take?

The CultivateNC curriculum can be completed in 10 months, with once monthly meetings; sooner if meetings are held more frequently. Extension agents facilitating the curriculum will be

expected to attend a half-day workshop with CultivateNC staff to learn the key phases of the curriculum.

## What does it involve?

In addition to facilitating the 10 meetings and community workshop described in the curriculum, the agent's primary responsibility will be to catalyze the process and organize the steering committee and research team. These community teams will then set the pace by developing their timeline and doing the work required under the curriculum.

### Phase One

- Agent will identify a steering committee and research team (youth group).
- Research team will build a community asset inventory.
- Research team will conduct 20-25 community interviews.
- Steering committee will prepare a community profile.

### Phase Two

- Steering committee will plan the community workshop.
- Steering committee will develop and implement a communication and outreach strategy to promote the upcoming community workshop.
- Steering committee will convene the community workshop.

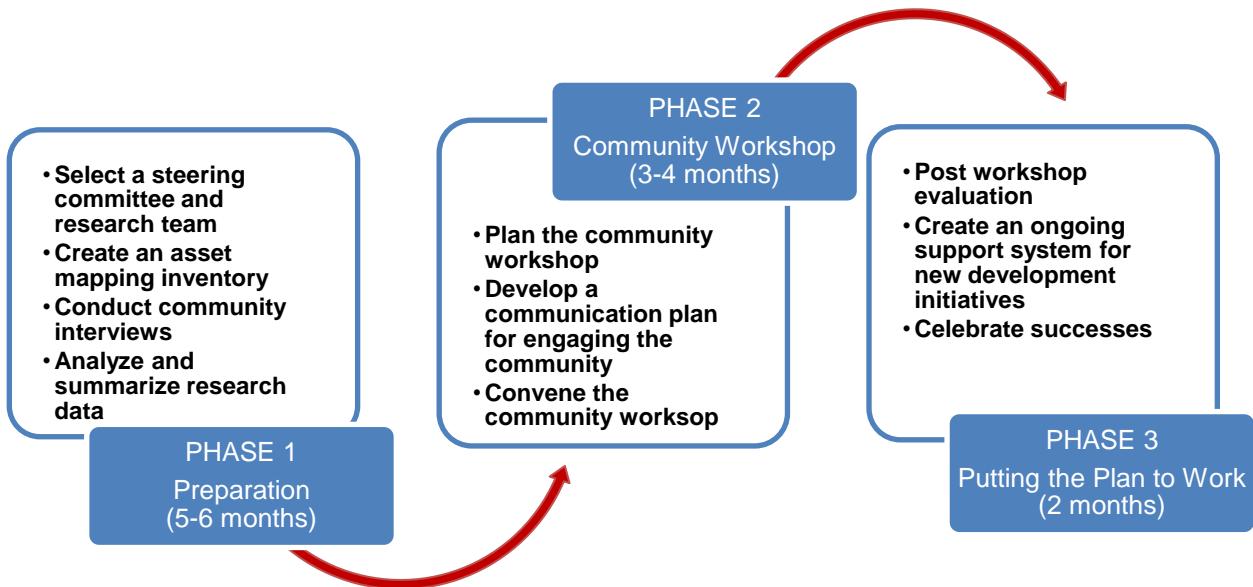
### Phase Three

- Agent will develop project coaching and mentoring resources.
- Steering committee will evaluate and document the curriculum process and outcomes.
- Steering committee will initiate monthly breakfast or lunch meetings with project champions.

## What is expected of me as the Agent?

- Attend a half-day workshop on the CultivateNC Curriculum
- Become familiar with the CultivateNC Curriculum
- Identify and recruit members to the Steering Committee (community members) and Research Team (youth group)
- Train and monitor Research Team (youth group) activities
  - Develop Community Asset Inventory
  - Conduct 20-25 interviews
  - Create Timeline
- Facilitate 9 Steering Committee meetings
- Support Steering Committee activities
  - Plan and communicate information on the Community Workshop
  - Develop Vision Board

- Co-facilitate Community Workshop
- Organize and deliver breakfast or lunch ‘n learn meetings for project champions



## Give me examples of how the CultivateNC Curriculum Works

### Fair Board Example

Anyboro County has approached NCCE for assistance in visioning and strategic planning for its fair board. CultivateNC's involvement in such a project initially is to assist the agent in convening up to two meetings with the fair board to develop a vision and to make recommendations with respect to its strategic planning. Among those recommendations is to hold a series of additional meetings to gain public input on the fair board's vision and preliminary thoughts on a strategic plan. Using the CultivateNC curriculum, volunteers for a youth group are recruited and put to work as a Research Team, who will:

- Develop an asset inventory of community skills, resources, attributes and qualities
- Collect stories about a time when the fair was at its best
- Map an historical timeline of the fair and Anyboro County
- Create a Vision Board that identifies community values and wishes with respect to the fair

Following the work of the youth Research Team, the community will be invited to engage in a workshop to identify 1-2 small projects that will benefit the fair, increase its draw, and develop the connection between the people of Anyboro County with the fair. The staff of CultivateNC will remain involved as a community coach, mentor, and resource.

### Downtown Redevelopment Example

Somewhereville has approached NCCE for assistance in enhancing its downtown area. CultivateNC staff's involvement in such a project initially is to assist the agent in identifying appropriate members to serve on a community Steering Committee, ensuring that the committee is representative of all demographics and interest groups who will be impacted. Using the CultivateNC curriculum as a guide, the agent will also recruit youth to serve on a Research Team, who will:

- Develop an asset inventory of community skills, resources, attributes and qualities
- Collect stories about a time when the downtown area was vibrant
- Map an historical timeline of Somewhereville's downtown
- Create a Vision Board that identifies community values and wishes with respect to the downtown area

The Steering Committee will analyze the information that was gathered and presented by the Research Team, and then plan a community workshop focused on downtown redevelopment. At the workshop, community members will share their ideas on achievable projects that will enhance their downtown area (landscape projects, building façade enhancements, signage, etc.).

Agent will support project champions by coordinating breakfast or lunch 'n learn meetings on relevant project implementation projects, such as Place-making, Crowdfunding, and How to Run a Meeting. CultivateNC staff will remain involved as a community coach, mentor, and resource.

### **Where do I get more information?**

More information on CultivateNC can be found at <http://communitydevelopment.ces.ncsu.edu/>.