



UNIVERSITY OF MINNESOTA | EXTENSION

A photograph showing a group of diverse hands of various skin tones reaching out and touching in a circle on a sandy surface, symbolizing unity and community.

The Role of Social Capital in Strengthening Community Capitals

Jody Horntvedt, Extension Professor and Educator, Leadership and Civic Engagement

OUR DIRECTION FOR TODAY...



OUR DIRECTION FOR TODAY...

A close-up photograph of a silver compass with a black face, resting on a colorful map. The compass needle is pointing towards the top right. A yellow oval with a thin red border is superimposed over the compass face. The map shows various streets, rivers, and geographical features in different colors.

**Introduction
and Warm-ups**



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OUR DIRECTION FOR TODAY...

A close-up photograph of a silver compass with a black face, resting on a colorful map. The compass needle points towards the top right. A yellow oval with a thin red border is superimposed over the compass face. The map shows various streets, rivers, and landmarks in a European style.

**Social Capital
Story-telling**



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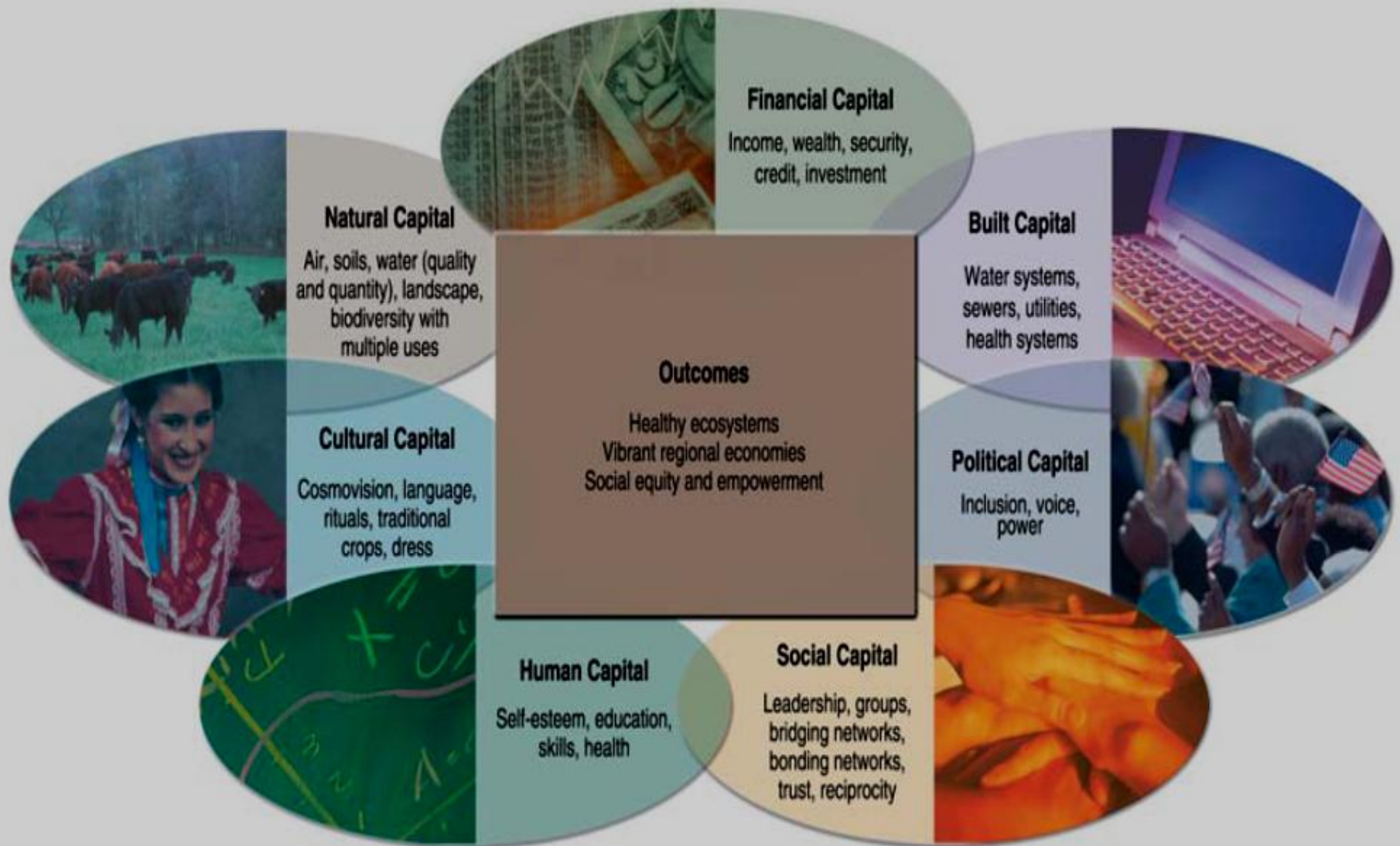
OUR DIRECTION FOR TODAY...

A close-up photograph of a silver compass with a black face, resting on a colorful map. The compass needle points towards the top right. A yellow oval with a thin red border is superimposed over the center of the compass face. The map shows various streets, rivers, and landmarks in a European style.

**Bringing it
Home**



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Community Capitals Framework

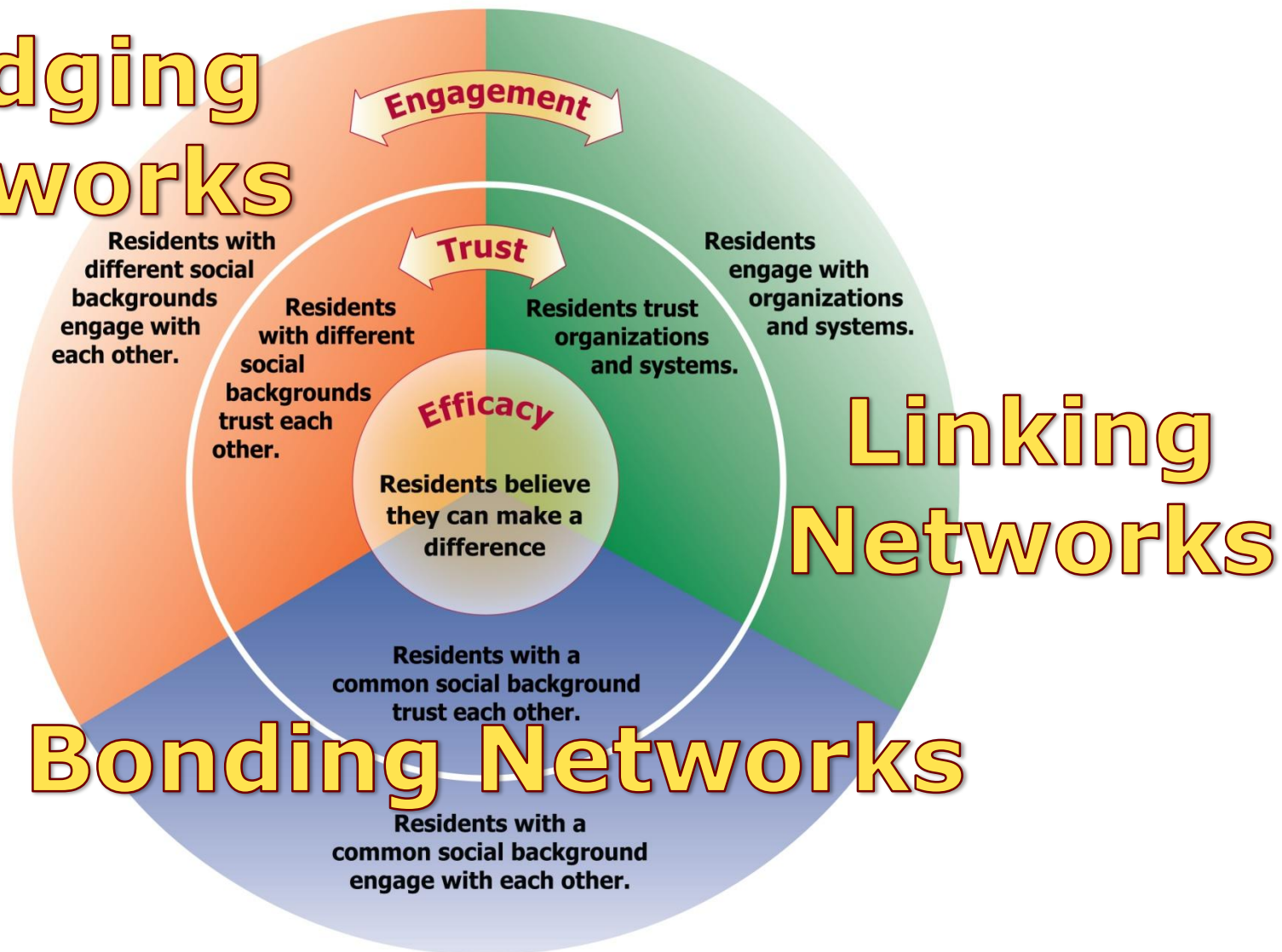
Flora, Cornelia Butler, Mary Emery, Susan Fey and Corry Bregendahl (2006). Community capitals: a tool for evaluating strategic interventions and projects.



Community Capitals Framework

Flora, Cornelia Butler, Mary Emery, Susan Fey and Corry Bregendahl (2006). Community capitals: a tool for evaluating strategic interventions and projects.

Bridging Networks

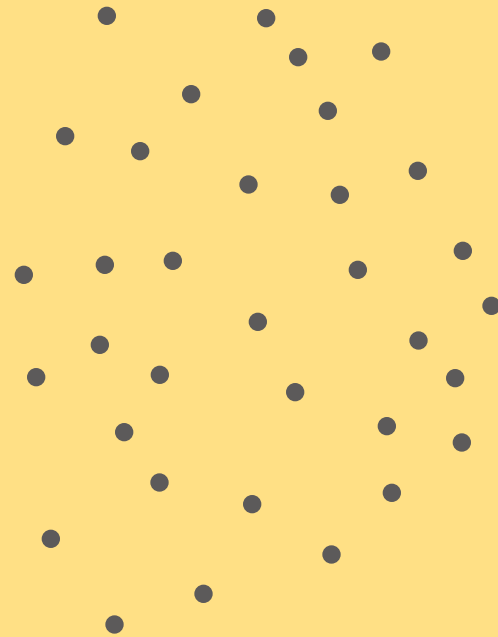


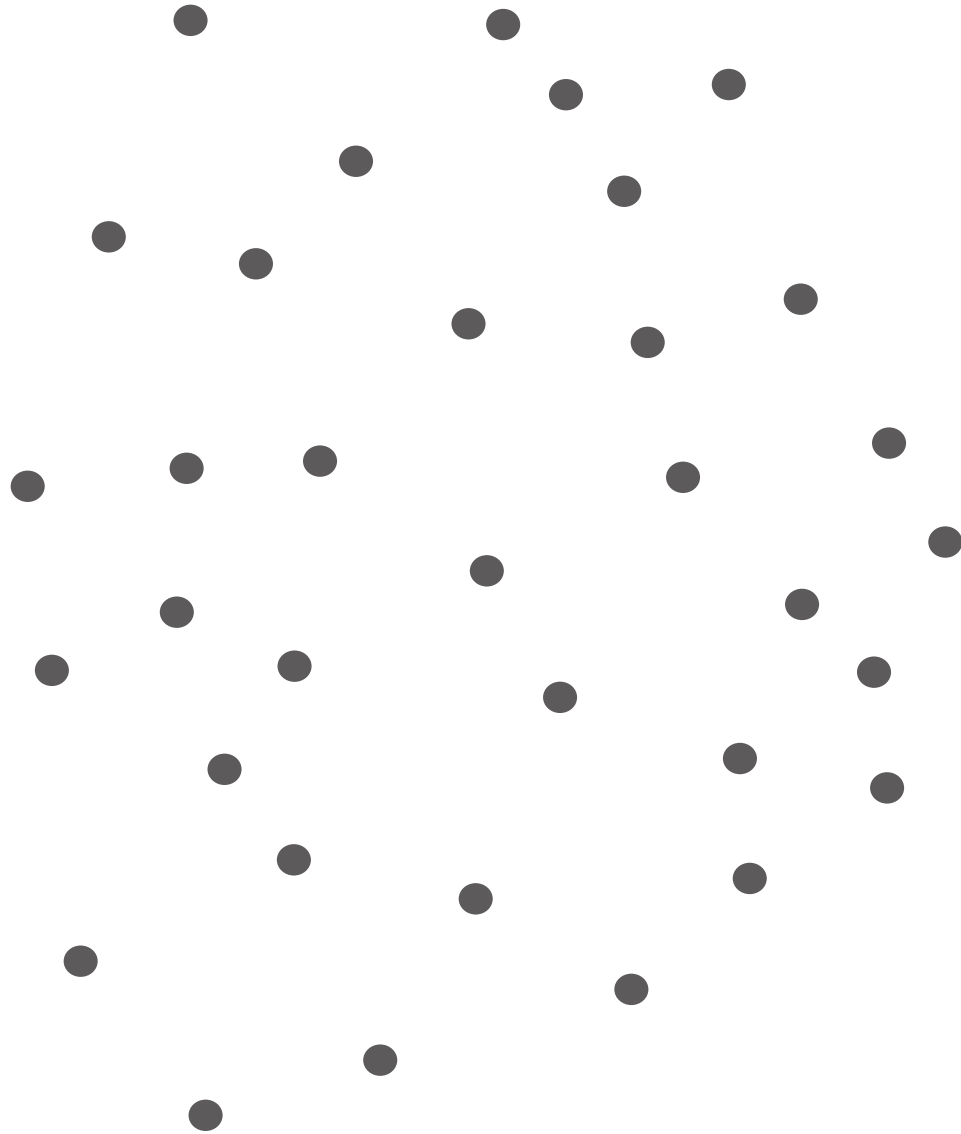
Community Social Capital Model

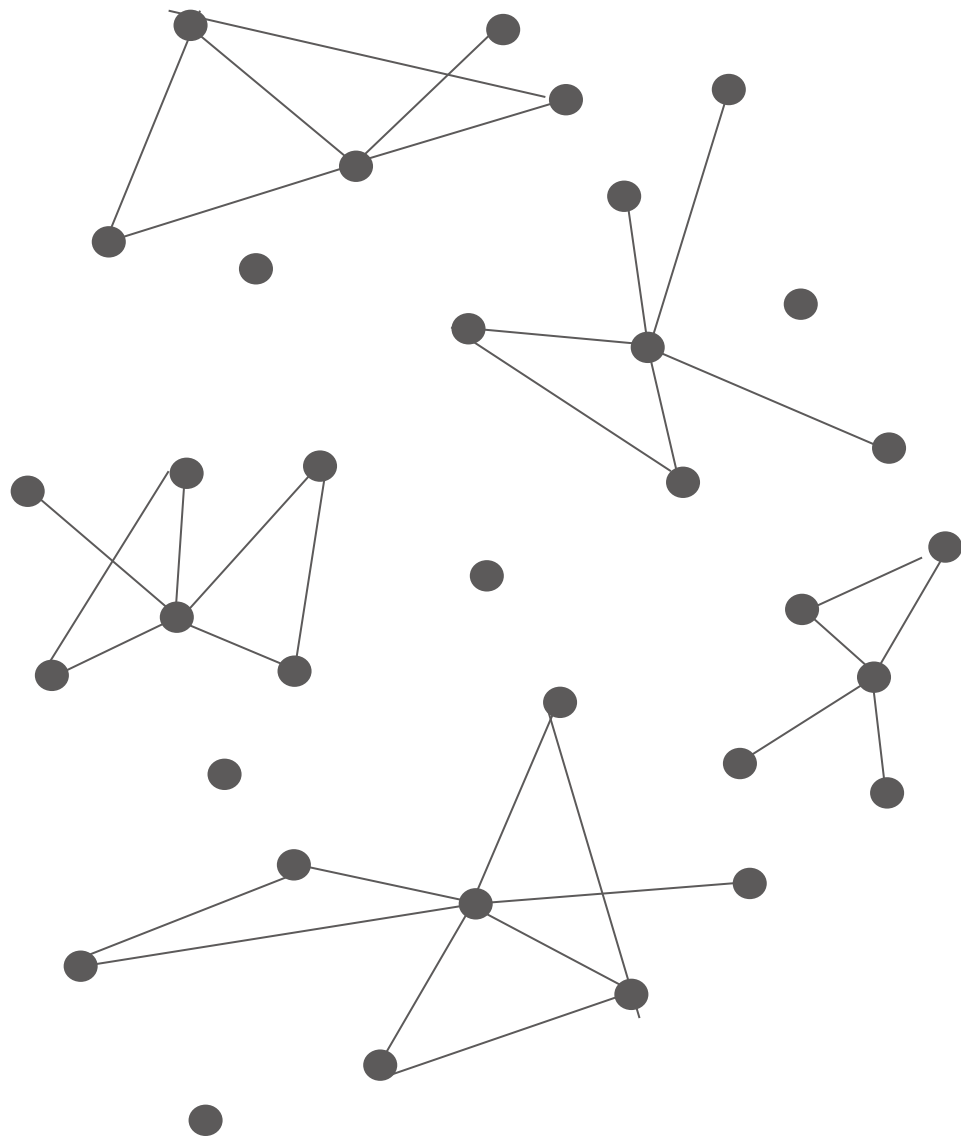
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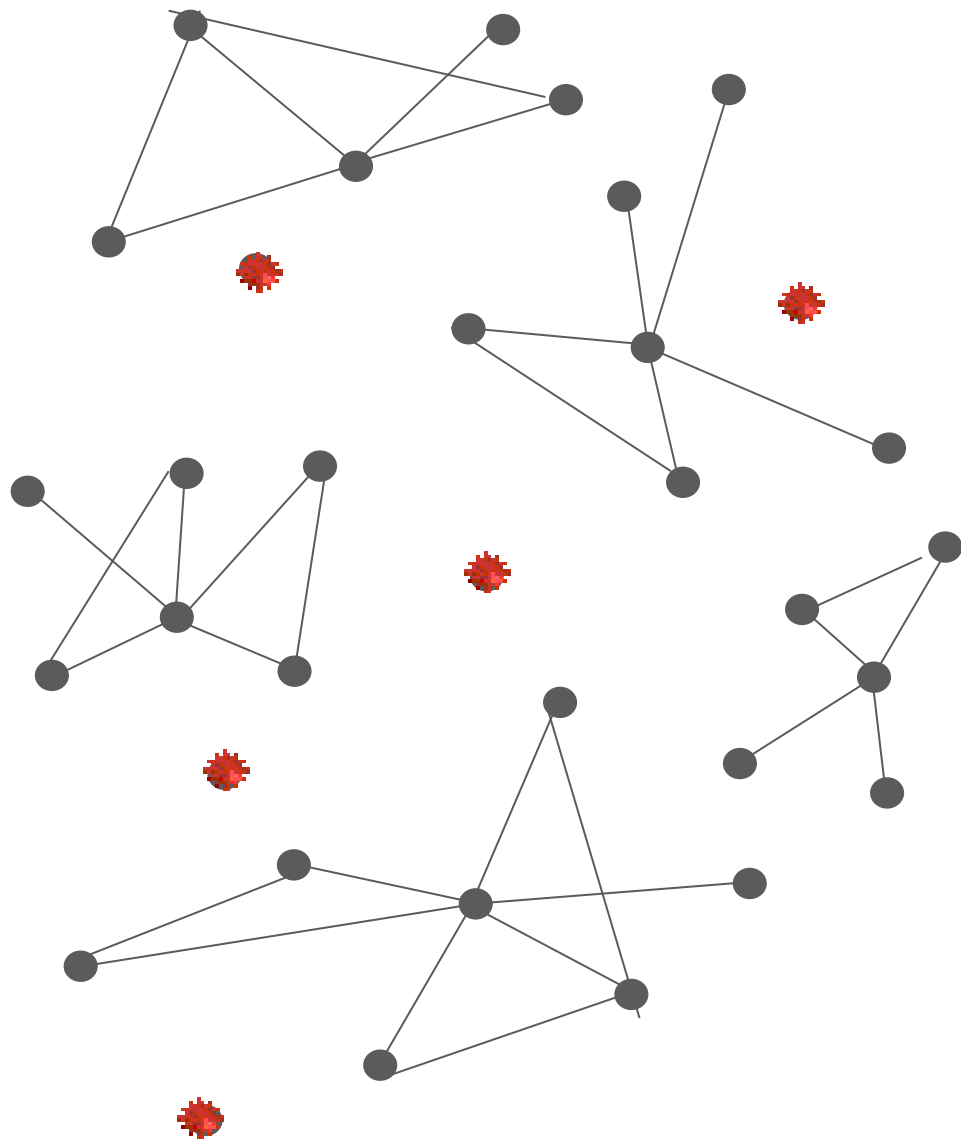
ANOTHER WAY TO LOOK AT IT...

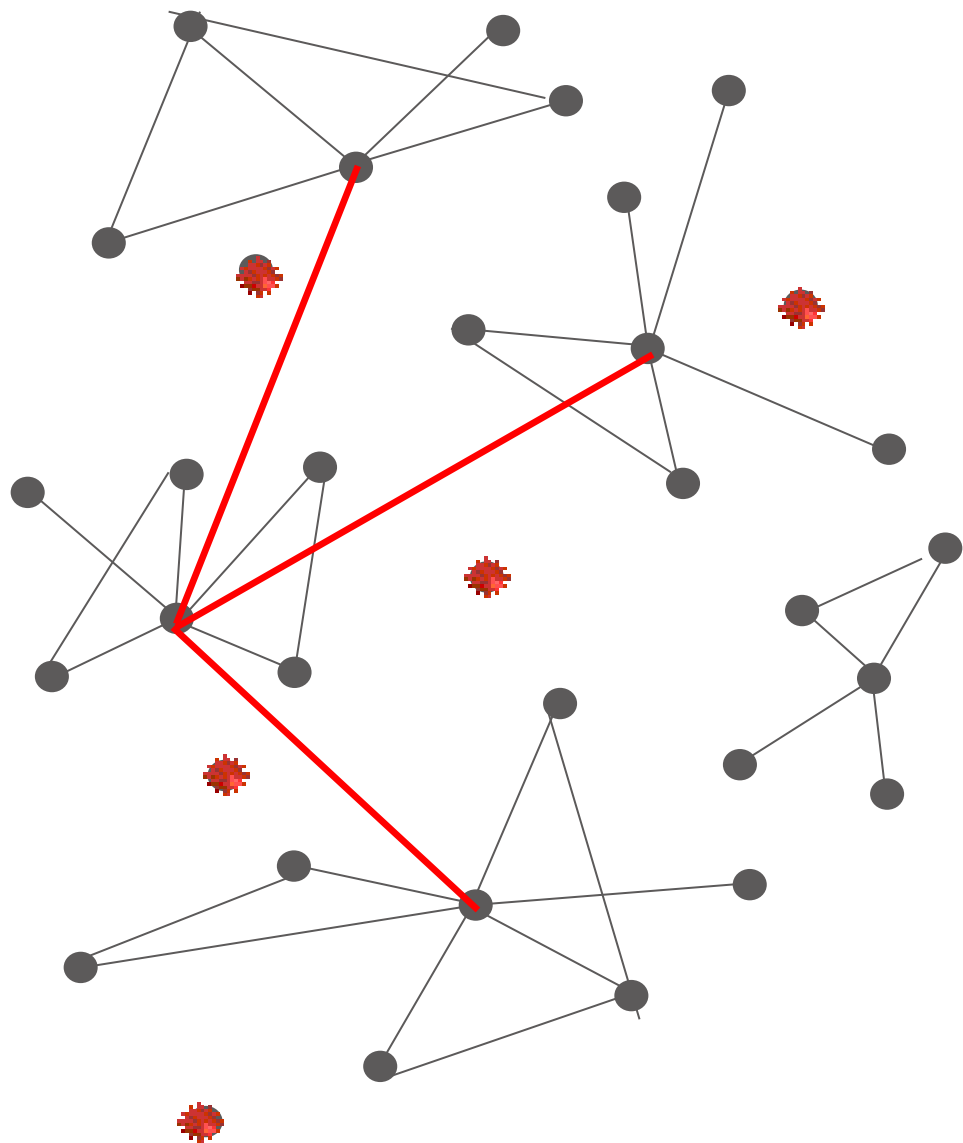
Building social capital is like “connecting the dots” in your community!

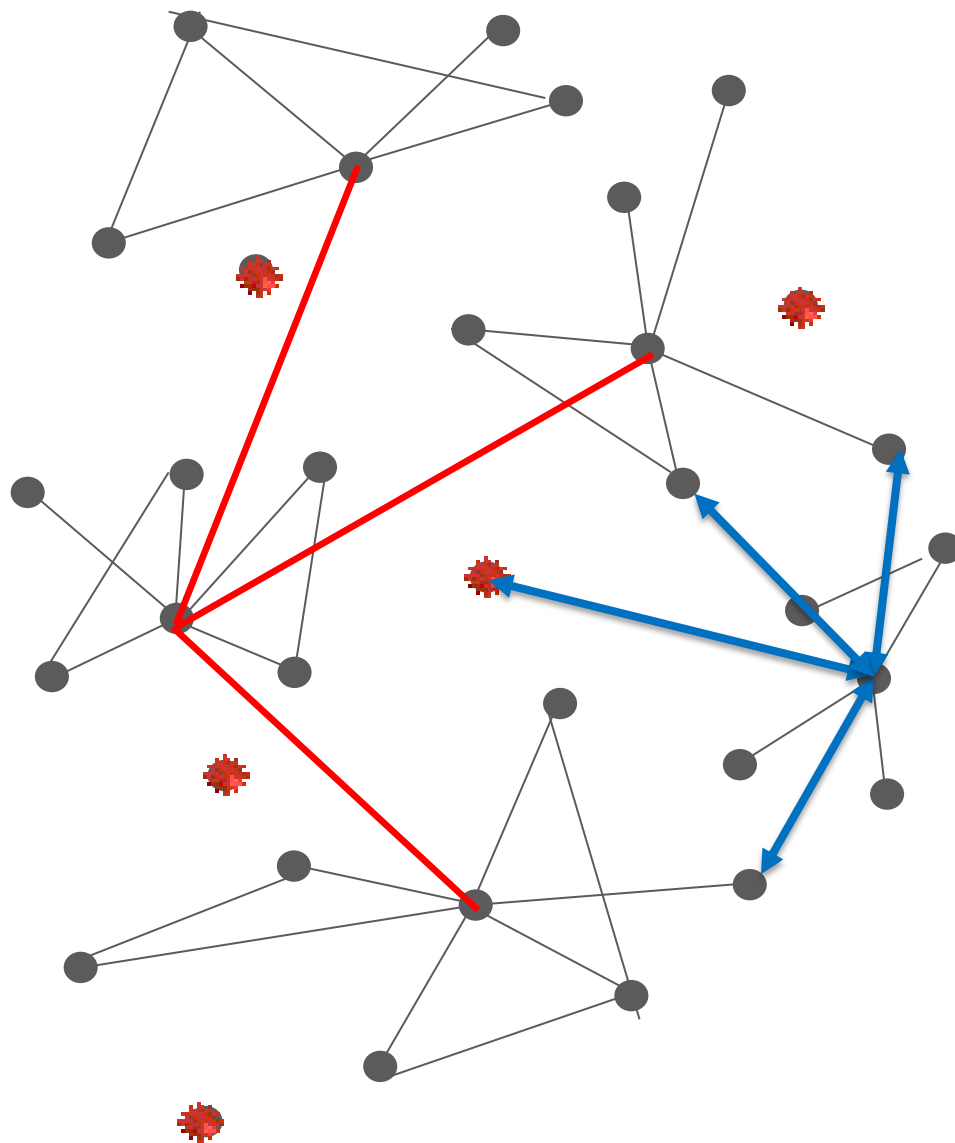




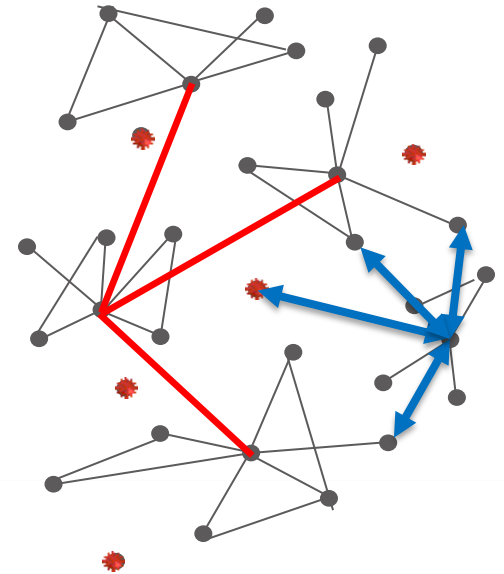
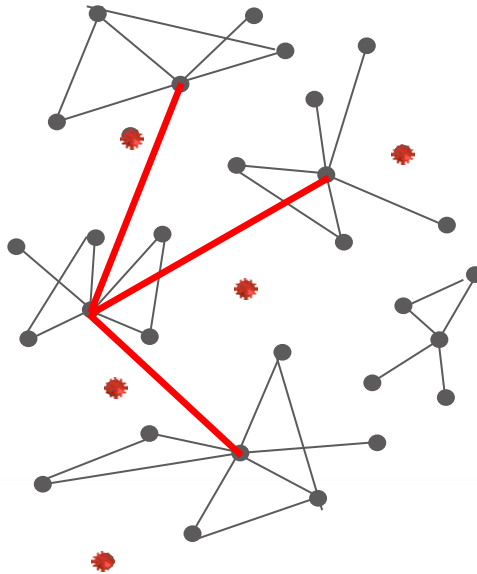
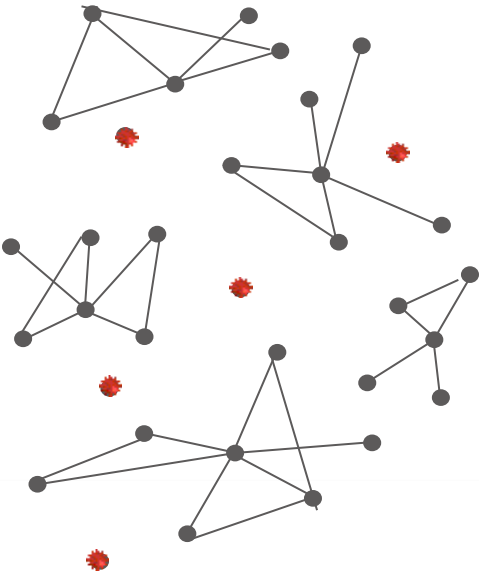
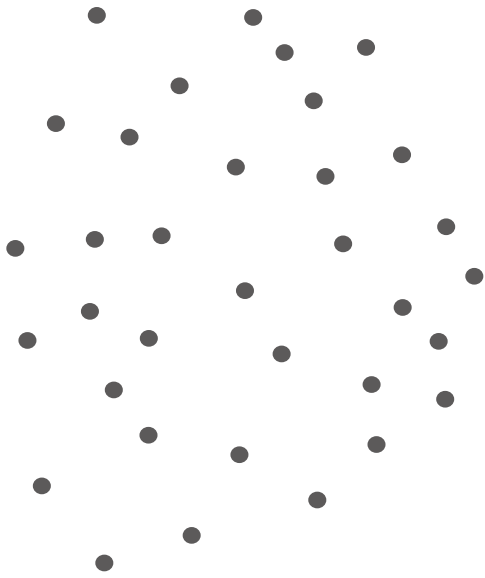








**Sometimes what
you can't see
makes a
difference.**



**Sometimes
what you can
see gives you a
clue!**







STORYTELLING

“ If a story is not about the
hearer he will not listen.
And here I make a rule —
a great and interesting story
is about everyone or it will
not last. ”

(East of Eden)



WHO'S IN YOUR NETWORK?

It's simple! Think about the people in your life and ask yourself:

- Who do I know?
- What am I willing to do for them?
- What are others willing to do for me?



STORYTELLING: A Video Story



**What's good for the community
is good for business too!**



REFLECTING ON THE STORY...

Analysis Worksheet... Using the ORID Method for Focused Conversations:

- **OBJECTIVE.** What caught your attention about the story?
- **REFLECTIVE.** What came into your mind as the story unfolded?



STORYTELLING: A PechaKucha

What is it?

- ***PechaKucha Night*** - Tokyo (February 2003) -- an event for young designers to meet, network, and show their work in public
- ***The Name*** - Japanese term for the sound of "chit chat"
- ***The Format*** - a presentation based on a simple idea: 20 images x 20 seconds
- ***The Concept*** – it makes presentations concise, and keeps things moving at a rapid pace



STORYTELLING: A PechaKucha



Jody Horntvedt Tell a Tale!

Celebrating Community Culture



REFLECTING ON THE STORY...

- **OBJECTIVE.** What words or phrases stood out for you?
- **REFLECTIVE.** Where did the story intrigue you most?
- **INTERPRETIVE.** What examples for using social capital to strengthen other community capitals did you find in the story?

STORYTELLING: Community Vignettes



REFLECTING ON THE STORY...

Analysis Worksheet... Using the ORID
Method for Focused Conversations:

Select at least one question from each
of the ORID levels/categories...

OBJECTIVE. REFLECTIVE.

INTERPRETIVE. DECISIONAL.



BRINGING IT HOME

The 3 Main Conditions:

- **Efficacy:** Belief in the ability to make a difference in a variety of social contexts.
- **Trust:** Assured reliance on the character, ability, strength or truth of someone or something.
- **Engagement:** To take part...doing something for another without any immediate expectation of return (reciprocity).

STORYTELLING: Individuals

**Where is social
capital at work in
your community?**



*Once
upon a
time...*



BRINGING IT HOME

- What has this workshop suggested about strategies/tools for helping communities use social capital to strengthen other community capitals?
- What can you do in the communities where you live and/or work to leverage social capital?



What will you do?

The 30-second Summary...



What will you do?

APPLYING IT BACK HOME

