State Teams
Learning About How Tide Works

- Community Key Informants
- Participant Surveys
- Extension Focus Groups & Surveys
Success: Possible Metrics

- **Diversity of participants:**
  - Age, race, income, marital status, length of time in community, education, etc.

- **Number of participants & community circles**

- **Number of community projects:**
  - Complete
  - In Process
  - Sustaining
## Success through Action

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Potential Influences

- Race Relations
- Community Climate
- Perception of Leadership
- Presence of a Champion

Sustainable Action
Perceptions of Leadership

- **Primary community decision-makers:**
  - Elected officials
  - Top-down style of leadership

- **Other influential groups:**
  - Small group of elites
  - Churches

LEADERSHIP CONTINUUM

Corrupt
Self-Serving
Dysfunctional
Tyrannical

Progressive
Open
Responsive
Respected
Racial issues and tensions surfaced in all communities.

Most division is between Caucasians and African Americans; two counties also have Native American reservations.

Some feel division is fading with time: younger generation less impacted.
Community Climate

All sites had 20%+ poverty rate

- Consistent concerns for economy
- Some feelings of hopelessness
- Some ready to do something positive

COMMUNITY CLIMATE CONTINUUM

Apathy
Hopelessness
Hostility
Lack of Vision
Despair

Willingness
Optimism
“Can Do” Attitude
Enthusiasm
Commitment
Champion

Presence of someone that:

- Demonstrated enthusiasm for the process
- Rallied others to become involved
- Embraced a particular action idea
- Extension or community member

“‘It won’t work’
‘Been there, done that’
‘No one will come’
‘No one cares’”

“‘We should be doing this all the time.’
‘We need this’
‘I will – no matter what’”

CHAMPION CONTINUUM
## Possible Pointers to Success

<table>
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<th>Site</th>
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*Very little input
Cooperative Extension Service

- Civic engagement as outreach
- New partnerships and opportunities
- Value of involving citizens
- Shifts from “expert” to “co-learner”
- Strengthening CES’ commitment to civic engagement
Civic Engagement as Outreach

“I think this is an honest return to what Extension is all about, when Extension had a larger community development role.”

“Most groups we work with are homogenous. These aren’t. They are diverse in race, income, all that.”

“[Tide] takes us outside of the groups we usually work with. That’s a good thing. We have groups we like to work with and call on. This process causes us to connect to others.”
New Partners & Opportunities

- Non-Profit/Civic
- For Profit Businesses
- Schools
- Ethnic/Cultural Groups
- Elected Officials
- Faith-based
Value of Involving Citizens

Benefits

- Open Communication Lines
- Enlist More Hands to Help
- Increase Sustainability
- Foster Hope
- Build Capacity
- Generate More Ideas

Generate More Ideas
Foster Hope
Enlist More Hands to Help
Open Communication Lines
Increase Sustainability
Build Capacity
Generate More Ideas
Expert Vs. Co-Learner: Leadership Views

Pre: Roles of CES Agents
- Education
- Laying facts on the table
- Implement programs

Post: Roles of CES Agents
- Build capacity
- Group takes ownership
- Empower community

"[Agents’ role] is education, trying to get people to understand what the facts really are."

"[Agents] have research based information that [citizens] don’t have access to."

"My comfort level with this program has certainly increased."

"[Tide] was different because it yielded something in the end. We need to invest time where there is a yield."
How Different or Similar is this Role?
19 Respondents

Number of Respondents

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Agent Views
Agent Views

How Involved Should CES Be in Civic Engagement?

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Conclusions and Recommendations

- A diverse population is willing to join dialogue
- The presence of a local champion seems vital
- Investments in civic engagement translate into increases in:
  - Citizen participation
  - Innovative partnerships
  - New collaborations
“Solutions must come from the bottom up by the citizens and cannot be solved alone by money or outside forces. The Tide program is a classic example of teaching a man to fish and you feed him for a lifetime.”

CES Agent
Discussion & Observations