

# Community Planning Document of Understanding (Version 0.1)

A version controlled (living document) to describe the Rochester-area Community Planning Group networking concept.

## 1. Preface

### Preface

### Introduction

This is version 0.1 of a Document of Understanding (DOU) that describes the purpose, roles and responsibilities and structure of the Rochester-area Community Planning Group (CPG) and the "Community Network Navigator" concept.

Developed under the guidance of the Rochester Area Foundation, DOU 0.1 is intended to be a "concept proposal" to elicit feedback from the community stakeholders.

### History

As reported on [June 13, 2013 by the Post Bulletin](#), various organizations in Rochester have been meeting informally to discuss community developmental needs and how they can share ideas and activities to address these needs.

At the [August 19 community meeting](#), Rochester Area Foundation's Steve Borchardt put forward a "navigator network" model as a basis to move the discussion forward. An ad hoc Concept Proposal Team (JoAnn Stormer, Steve Borchardt, Andrew Schultz and Al Lun) was subsequently formed to put more details behind the concept.

We called a visioning meeting on [October 17](#) to recap work done thus far and to obtain feedback on a set of [breakout questions](#). [Feedback of the breakout](#) suggests that though there is general buy-in of the "network navigator concept", more details of the concept are needed. Thus, this Document of Understanding.

## 2. Vision/Mission/Operating Values

### Introduction

## Vision

Rochester-area..a great place to live and do business for everyone.

Inclusive, equitable access to resources, open, forward-looking, global, ecosystem to support DMC as well as human potential development and sustaining capabilities

## Mission

We come together to make Rochester and its surrounding area a better place to live. We do this by adopting the Collective Impact model described by Dale Wahstrom, President and CEO, LifeScience Alley and the BioBusiness Alliance of Minnesota. (See his talk to Mayo's Center for Translational Science 23:16) .

## Collective Impact: 5 Conditions for Success

- A common agenda
- Shared measurements
- Mutually reinforcing activities
- Continuous communication
- A backbone support organization

**Grand Rounds**  
presented by the  
Center for Translational Science Activities

**Collective Impact**

**Five Conditions for Success**

- A common agenda
- Shared measurements
- Mutually reinforcing activities
- Continuous communication
- A backbone support organization

The World has Changed, Time to Hold Hands and Jump Into the Future

Dale Wahstrom  
President and CEO, LifeScience Alley  
and the BioBusiness Alliance of  
Minnesota

## Operating Values

- Mutual accountability; mutual sharing; open communication; commitment to continuous learning
- Facilitating conversation rather than dictating terms and conditions
- An open, encouraging, inclusive framework for organizations to share assets, plans. And to form deeper alliances in their own circle.

Notes:

We believe that the Collective Impact model cover most of the points surfaced in the 10/17 mtg.

# 3. Strategy: Organization Structure and Team Process Highlights

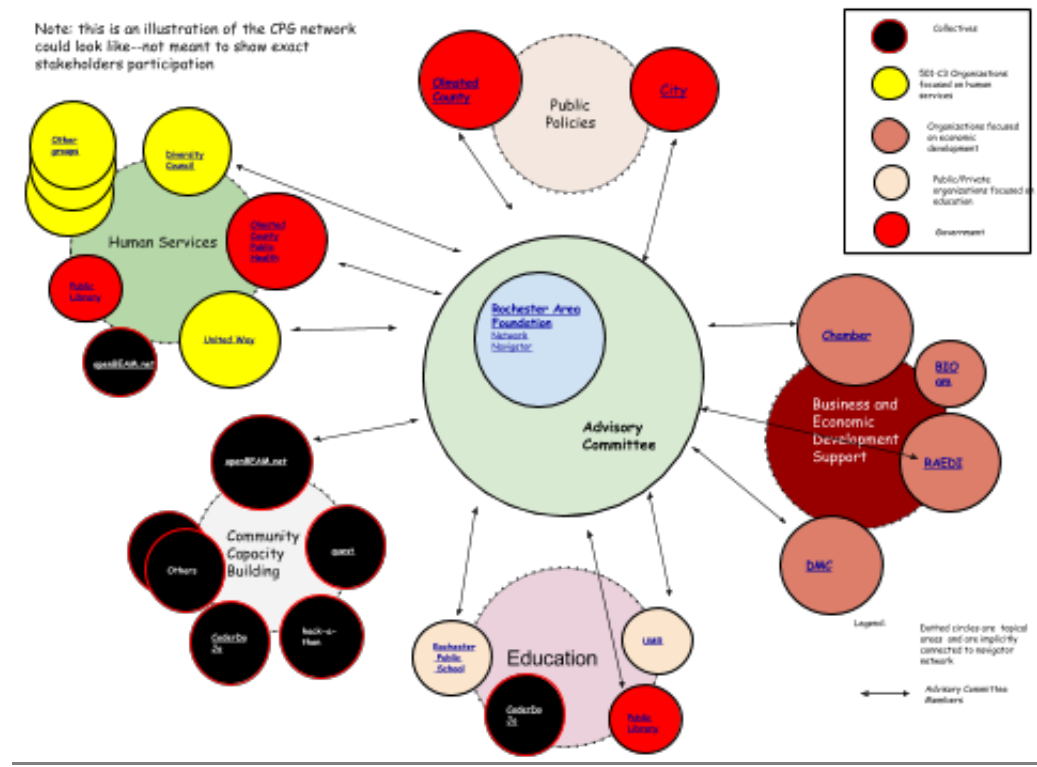
## Strategy: Organization Structure and Team Process Highlights

### Strategy

The Community Planning Group (CPG), sponsored by the Rochester Area Foundation, will become the backbone support organization for community networking and effective community planning exchanges.

We will propose and develop collaboration processes using open-source web-based tools to carry out our core values of inclusive teaming as we scale to achieve: Common Agenda, Shared Measurements, Mutually reinforcing activities and Continuous Communication.

We will form a navigator-based network to facilitate community planning dialog, synchronize planning activities, strengthen organizational connections to address community issues .



[Link to Full Screen](#)

### A Common Agenda

Our goal (common agenda) is to increase awareness and understanding of public, private, non-profit organizations' plans and needs. We aim to to share and identify key community needs and plans so that individually and collectively we will be more effective in carrying out our mission of serving the

community.

## **We provide space, tools and process to:**

- Facilitate people to people contacts
- Share and review various plans from all the stakeholder organizations
- Identify the common goals and topics
- Identify assets and gaps
- Provide a forum to develop a common agenda that addresses emerging needs. e.g.
  - Affordable housing
  - Health and wellness issues identified by Community Health Assessment Report
  - Education, workforce development

## **Mutually Reinforcing Activities**

### **Activities include:**

- Monthly meetings
  - Stakeholder organizations presenting their plans and challenges
  - Networking facilitation, structured mingling
- Bi-annual mission checkpoint, accountability
- Annual checkpoint/celebration

### **Facilitated by:**

- Community calendar with topics
- Community project tracker that facilitates collaboration

## **Shared measurements**

We will work on how to measure individual outcomes in a format that may lead to a community aggregation and integration possibility so that we may improve our own programming, verify impacts and ensure accountability. Examples of resources include:

- Olmsted County Public Health's CHNA Report .
- Measurements will evolve and adjustments to be made as needs arise.
- Might work with area's Performance Excellence Network to compare best practices
- Explore the Community Dashboard notion.

## **Continuous Communication**

- Blog
- Newsletter
- Subscription based distribution List

- Website: based on openBEAM.net's [dmcbeam.org](http://dmcbeam.org) prototype
- Social media

## **Backbone support organization**

- Advisory Committee/Core Team
- Navigator
- General Membership
- Code of Conduct

# **4. CPG Membership**

## **CPG Membership**

### **Organization**

#### **Concept Proposal Team**

- A small group of people who aggregate the feedback, ideas and suggestions from stakeholders to formulate a proposal as document of understanding
- Author of the Document of Understanding
  - Rochester Area Foundation (JoAnn Stomer, Steve Borchardt)
  - openBEAM.net (Al Lun, Andrew Schultz)

#### **Concept Review Team**

- Community members who have been meeting informally to discuss the Community Planning Group concept.

#### **Core Team/Advisory Committee**

- Rochester Area Foundation, Rochester Area Chamber of Commerce, Olmsted County United Way, RAEDI
- City of Rochester, Olmsted County
- DMC Agency

#### **Navigator**

- To Be Named by RAF for the first year
- Convene Meeting, update website.

#### **Stakeholder Members**

- Open to community organizations,
  - Government
    - Municipalities
    - County
    - Townships
    - Public Schools/Public higher education
  - Business Organizations e.g.:
    - Chamber of Commerce
    - Organized Labor
    - Economic development organizations
  - Non-profit Organizations:
    - Arts
    - Human Services (Bear Creek, Hiawatha Homes, Ronald McDonald House, etc)
    - Faith-based organizations (mosque, churches, synagogue, temple, etc)
    - Service clubs? (Kiwanis, Rotary, etc)
- Registration on website
- Signatory to participation Document of Understanding (DOU)

## Benefit/Obligations

### Benefit

- Gain benefit and share the common goals as stated in CPG vision
- Additional benefit
  - Access to IT and/or professional services at nominal (pro-bono) rate for services such as website design, project management skills and tooling
  - Gain access to project registry and other community applications being developed to increase reach

### Obligations

- Attend meetings
- Contribute to website content
- Submit organizations plans. planning activities and research

## 5. Concept Review Team

### Concept Review Team

Community members who have been meeting informally to discuss the Community Planning Group concept.

Distribution List includes:

Mestad, Adaheid L. (Heidi)" <Mestad.heidi1@mayo.edu>, jenniferwoodford@channel-one.org, John

Wade <jwade@rochestermnchamber.com>, JoAnn Stormer <joann@rochesterarea.org>, welsch.heidi@co.olmsted.mn.us, Sheila Kiscaden <skiscaden@gmail.com>, bilderback.mark@mayo.edu, reseabrook@rochester.k12.mn.us, "M. A. Baker" <baker.mitzi@co.olmsted.mn.us>, "Kay Hocker (Kay Hocker)" <KayH@diversitycouncil.org>, Sean Allen <seanreedyallen@gmail.com>, Audrey Betcher <audrey@rochester.lib.mn.us>, kiscaden.sheila@co.olmsted.mn.us, Andrew Schultz <schultzar17@gmail.com>, hesle002@umn.edu, Cashman.martha@mayo.edu, Dave Beal <DaveB@uwolmsted.org>, "Ardell Brede (abrede@rochestermn.gov)" <abrede@rochestermn.gov>, "Paul Fleissner (fleissner.paul@co.olmsted.mn.us)" <fleissner.paul@co.olmsted.mn.us>, gbthompsonolutions@gmail.com

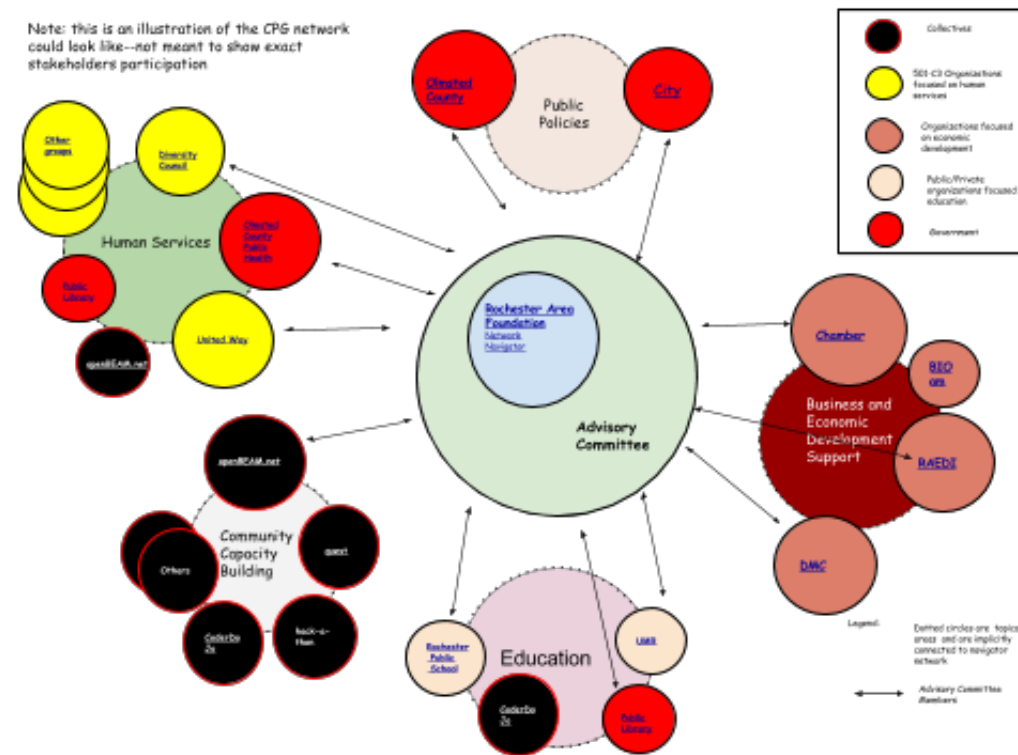
# 6. CPG Advisory Committee Roles and Responsibilities

## Advisory Committee

### Duty

Provide advice and guidance to the Community Planning Group's (CPG's) operations and processes to ensure its networking reach is as open, welcoming and inclusive as possible.

(As shown in following network diagram, we are looking for the "end point" representatives of the solid connection arrows to be on the Advisory Committee):



## Membership

Consists of community members or representative of community organizations with expertise and/or influence in the social, business, human potential, public sector and major economic development needs and initiative. Ideally the following individuals or their representative include:

Executive Director, CEO and/or their delegates of the following

- Economic/Business Development
  - Rochester Area Chamber of Commerce
  - Rochester Area Economic Development Inc. (RAEDI)
- Social and human potential
  - United Way
  - Diversity Council
- Education
  - UMR
- Arts
- Technology
- Public Policies

## Operation details include:

Informs the Navigator what and who need to be outreached to join network.

Encourages organizations in their own topical circle about CPG's activities

Learn to use [dmcbeam.org](http://dmcbeam.org) website (or its equivalent) and give feedback to what improvements can be made

# 7. Navigator Job Description

## Navigator

### Arrange Meetings

- Venue
- Agenda

### Manage Website

- Add content to the site such as:
  - Plans submitted by the Core Team and the network members
  - Community events

### Facilitate Connections

- As Community Planning Group (CPG) gets into Year 1 of its operation the Navigator will make



note of what requirements are needed for the [dmcbeam.org](http://dmcbeam.org) website and will work with openBEAM.net's web developer to update the design of the site to better reflect the actual operation of the CPG virtual team.

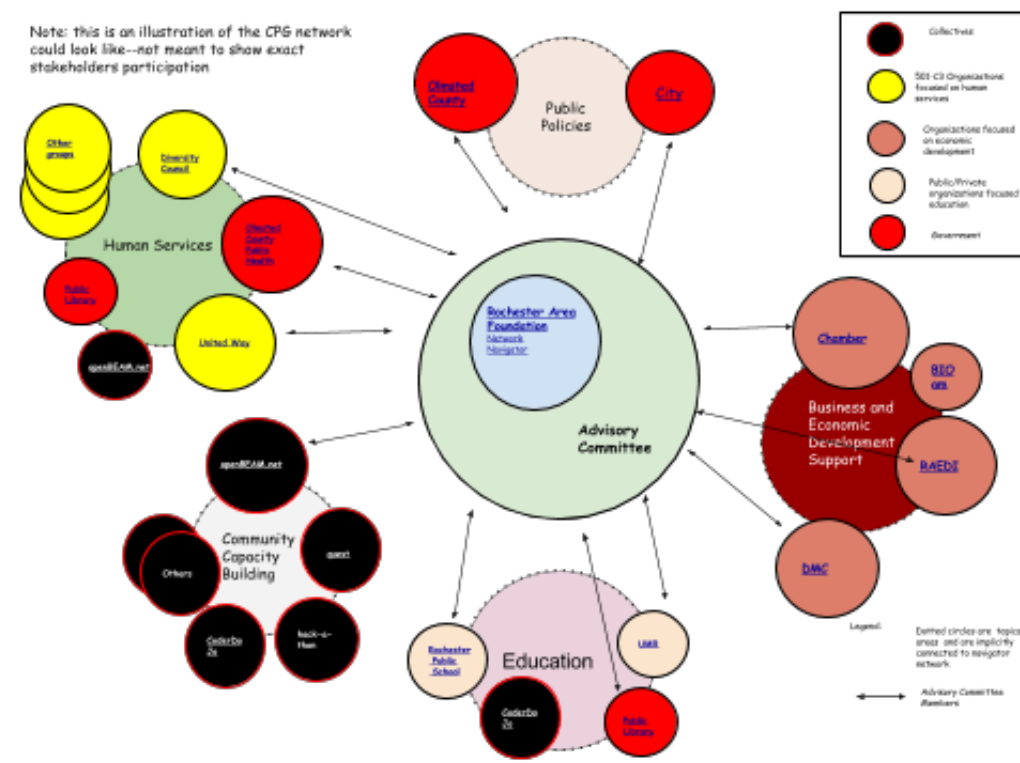
## Build Awareness of Participants' Activities, Planning Projects etc.

# 8. Stakeholder Members

### Stakeholder Members

Consistent with the "network circle" ecomap, any organization which belongs to a "topical" circle (dotted circles in the diagram) can participate either directly by applying to be a CPG member via [our website](#) or indirectly via their own topic circle:

We are open to suggestions as to what additional topic circles should be on the network map.



# 9. Collaboration Tools

### Collaboration Tools

#### Community website

- We will be using [dmcbeam.org](http://dmcbeam.org) as the community website. This website is currently in Release 1. Its functionality is described in the [online document](#).
- Currently the content is primarily managed by Al Lun. We hope to evolve this so that a team of

content contributors can create content.

- Website currently is offered as a prototype and provided free-of-charge
- Need to address future sustainability

## Community Calendar

- A prototype is provided as part of dmcbeam Release 1.

## Membership Directory

- An online membership directory will be provided

## Project Directory

- We will evolve this design and implementation

## Social Media

### Twitter

### Facebook Page

### LinkedIn

### Google +

## Press Releases

# 10. CPG Operation Guide

## 10.1. FAQ's and How To's

### FAQ's and How To's

FAQ's contains information on the nature of the Community Planning Group, e.g.

- What is the purpose of the CPG?

How To's contains information regarding how to use the Community Planning Center site, e.g.

- How to join CPG?
- How to reset password?