



Community LifeSM: A Place for Quality

Reinventing Quality Conference
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CQLSM

The Council on Quality and Leadership
Partners in Excellence Leadership for the Journey

Community Life Perspectives

- Kathi Lacy
 - Learning and feedback from a South Carolina State Leader
- Philip Owens
 - Learning and feedback from a Charleston Business Community Leader
- Beth Mathis
 - Learning, feedback, and next steps in the development of the Community LifeSM Learning Experience



The community is the place where personal quality of life exists. Every organization facilitates personal quality of life when they are integrated in their community.



Reframing Quality within Community

- Focus on Quality of Life in a community context
- Move beyond programs, organizations
- Redefine the role of organizations as:
 - Building relationships and connections to others in the community
 - Bridges to the community

Community LifeSM Measures

- Foster bridging role of organizations
- Apply to all people – self advocates, direct support professionals, volunteers, family members and others
- Question becomes “what would make this community a healthier place?”
 - Jobs, housing, health care, education, transportation, social capital

But, Is This Really Realistic?

CQL reinvents quality for local and national applications

- 1970s ICF/MR standards
- 1980s Habilitation planning, legal rights and positive behavioral approaches
- 1990s Personal Outcome MeasuresSM
- 2000s Social Capital & Community LifeSM

Quality Measures 2005[®]

- Quality Measures for wide-ranging application
- Beyond accreditation standards



The Community LifeSM Exercise

November 9-10, 2006, Charleston, South Carolina

- Would you want to move to Charleston?
 - o Explore community and discover information



The Community LifeSM Exercise

- Participants used data, local resources and analysis to assess community factors and sense of belonging
 - o Housing
 - o Education
 - o Health care
 - o Transportation
 - o Employment
 - o Recreation and Leisure



The Community LifeSM Exercise

- Searched the internet
- Talked with local community representatives
- Explored the city of Charleston by foot, taxi, horse carriage, bike and bus
- Talked with local people and businesses



The Community LifeSM Exercise

- Assessed information gathering methods
- Assessed relationship between community factors and sense of belonging
- Which data were most helpful?
- How do we apply this experience to improve our services?
- How could my organization learn more about our community?



Program theme

- Real homes
- Real jobs
- Real friends
- Real lives



Life Goals

How do we do it ?

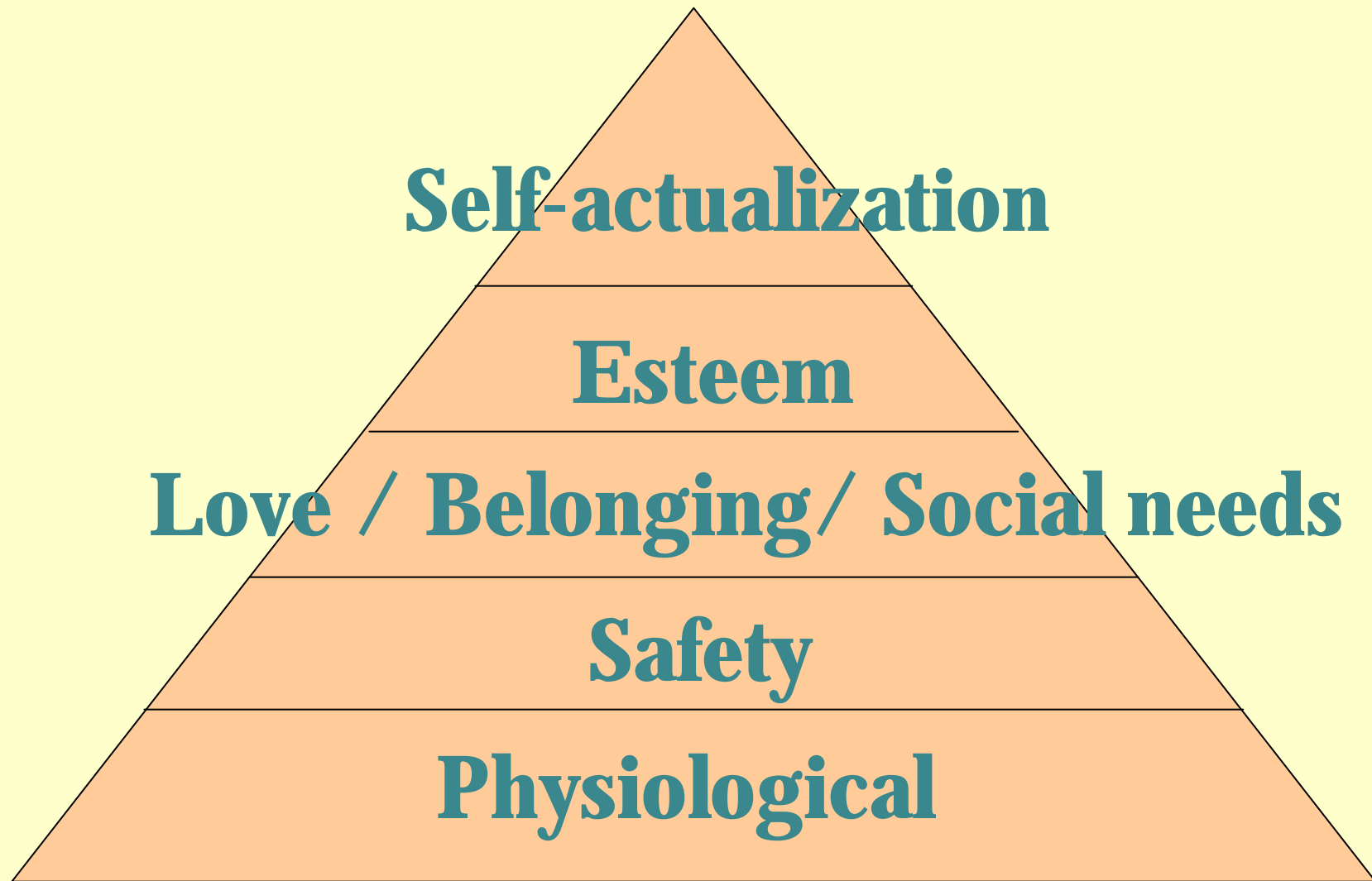
Innovative

State-of-the-Art

Successful Strategies



Maslow's Hierarchy of Needs



“You can be alive (healthy & safe)
and be miserable.”

Michael Smull



“The challenge for organizations and support groups is not only to engage in person – directed processes; rather it is to use the person-directed orientation to build social capital and Community Lifesm for
all people” CQL



Charleston Community LifeSM Exercise



Charlestonians were practicing person-directed principles

Genuine

Empathetic

Caring

The exercise was the best approach I've experienced to get the point across about the value of relationships and network ties

Simple

Powerful

Radical

Tiring

Fun



Social support is fundamental for social integration and emotional well-being

“We ask for favors or for help knowing that we will gladly return the favor or assistance in the future.” *CQL*



Is this a good place to live?

- Real homes
- Real jobs
- Real friends
- Real lives

What is our bargaining power?

- What's in it for Charleston?
- What are we asking for in return?

State, local and agency support programs have plenty of network ties

- The point is to make it happen with people with disabilities



Final thoughts

- Do it (more)
- Now what?
- Is CMS going to buy it?

What Does a Chamber of Commerce Do?

- Charleston Metro Chamber of Commerce
 - Nation's oldest operating Chamber in the US
 - Founded in 1773
 - Five Star Accreditation by US Chamber (one of 25)
 - 2,500 members
 - \$4 million budget / staff of 42 / 900 volunteers



What We Do: “Develop the Product” – Charleston Region

Mission Statement:

“The CMCC serves as the catalyst to maximize the power of business, improve our quality of life, advance the region’s economy and make our members successful.”



- Desired Outcome
 - ROI: What is in it for us?
- Action Items / Status
 - Examples
- Takeaways

Community LifeSM as a Learning Experience

- Participant Action Research
 - People learn by participating and doing
 - Integrates data and information with personal learning opportunities
 - Group discussion, feedback, and recommendations for action steps
- Key feature:
 - Objective analysis of data and information
 - Personal learning and experience on the street
 - Developing action steps based on individual and group learning (both hard data and community experience)

Lessons from Charleston

- Participant action research takes **time**
- Information gathering instructions should be **brief but specific**
- One on one **conversations** essential
- The **search** is as important as the actual data
- **Diverse** representation is a bonus
- Need **format** for synthesizing and sorting information
- Third party “**objectivity**” vs. local **investment**

Community LifeSM LENS Methodology

Factor 1 - Quality of Community LifeSM Data, Information and Analysis

- Data Gathering (What's out there?)
- Data Filtering (What's important to you?)
- Data Synthesis (What did we learn? What else do we need to know? How are data connected?)

Focusing on the Facts

Quantitative information:

- Geographic/demographic information
- Factual data
 - o analysis of reliability
 - o gaps in information

Focusing on the Feelings

Qualitative Information:

- Subjective experience of “community”
- Common interests
- Sense of belonging

Community LifeSM LENS Methodology

Factor 2 - Organizational Role

- Action (What are we going to do, who are we going to partner with?)



Focusing on the Organization and....

- Define organizational priorities
- Identify existing networks and alliances
 - o Traditional partners
 - o Non-traditional partners
- Evaluate reciprocity

Re-Focusing on the Community

- Intersection of community and organization priorities
- Develop alliances and networks
- Nurture leadership roles
 - o Individual roles
 - o Organizational role

Community LifeSM LENS Methodology

Factor 3 - Community LifeSM Initiatives

- Results (What did we accomplish? do we hope to accomplish?)



Focusing on the Future

- Develop goals and strategies
- Define metrics
- Communicate progress internally and within the community

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