



# Community Life<sup>SM</sup>: A Place for Quality

*Reinventing Quality Conference*  
*March 4, 2007*

Jim Gardner  
Kathi Lacy  
Beth Mathis  
Philip Owens

CQL  
410.583.0060  
[www.c-q-l.org](http://www.c-q-l.org)

**CQL**<sup>SM</sup>

The Council on Quality and Leadership  
*Partners in Excellent 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 Life<sup>SM</sup> 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 Life<sup>SM</sup> 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 Measures<sup>SM</sup>
- 2000s Social Capital & Community Life<sup>SM</sup>

## Quality Measures 2005<sup>®</sup>

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



# The Community Life<sup>SM</sup> Exercise

November 9-10, 2006, Charleston, South Carolina

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



# The Community Life<sup>SM</sup> 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 Life<sup>SM</sup> 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 Life<sup>SM</sup> 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 ?**

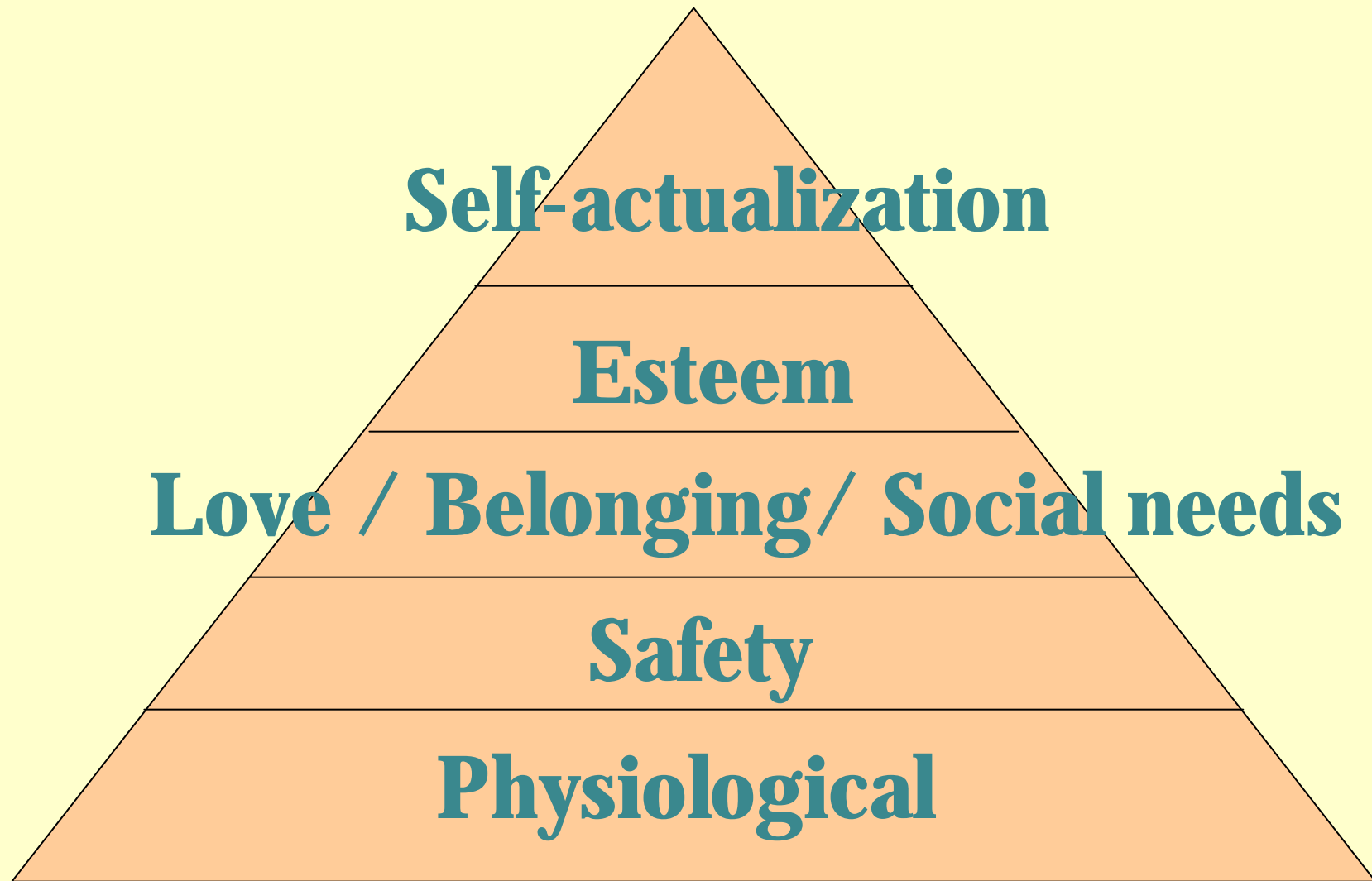
Innovative

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 Life<sup>sm</sup> for  
all people” CQL



# Charleston Community Life<sup>SM</sup> 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 Life<sup>SM</sup> 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 Life<sup>SM</sup> LENS Methodology

## Factor 1 - Quality of Community Life<sup>SM</sup> 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 Life<sup>SM</sup> 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 Life<sup>SM</sup> LENS Methodology

## Factor 3 - Community Life<sup>SM</sup> 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

***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.***

