

## The Community Profile

New Hampshire's communities face many issues and challenges. The Community Profile helps strengthen communities by enhancing:

- citizen involvement
- community consensus
- positive energy
- future planning & visioning
- community spirit

The Community Profile enables communities to take stock of where they are today and develop an action plan for the future. It provides a method for citizens to affirm community strengths, to meet challenges creatively through collaboration, and to manage change.

**“Provided a needed forum for citizen input into planning for the town’s future.”**

Community Profile Post-Evaluation 1999

**“Gave our town its first sense of being a ‘community’ in perhaps 20 years.”**

**“A lot of good things came out of the Profile. Most important was a positive change in attitude - that we could better our town by working on common goals.”**

Community Profile Survey 1997

## To Find Out More...

**... about conducting a Community Profile in your community, contact:**

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Implementing a Community Profile usually costs \$1,000-\$1,750. This includes a fee of \$500-\$1,000 paid to UNH Cooperative Extension for facilitating the process. The fee is used to offset the cost of materials and program supplies, and is consistent with the organization's cost recovery policies.

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UNIVERSITY of NEW HAMPSHIRE  
COOPERATIVE EXTENSION

# Strengthening New Hampshire Communities The Community Profile Project



A Program of  
UNH Cooperative Extension

*Helping communities achieve  
long term well-being by  
building human, economic,  
social, and environmental capacity*

# How A Community Profile Works

**The Beginning.** The Profile process begins with a meeting of Cooperative Extension staff and a local civic body, that advocates for the Community Profile. The next step is to establish a formal sanction for a Community Profile by a local governing entity, such as the Board of Selectmen.

**The Steering Committee.** The endorsing body identifies community members to serve on the steering committee. This committee, representing the diversity of the community, organizes the event and assists in coordinating follow up work.

**The Event.** The focal point of the process is a day and a half event. This typically begins with a Friday evening pot luck supper, followed by large and small group discussions which continue on Saturday. Depending upon the size of the community, 100-250 or so citizens representing a broad cross-section of the community participate.

**The Outcomes.** The key outcomes of the Community Profile are:

- re-energized community spirit,
- increased citizen participation and involvement,
- community-defined projects and action groups, and
- a complete record of the events.

# Components Contributing To A Healthy Community

Ten components form the basis for initial discussion during the Community Profile. The components are recognized by community development researchers as qualities that contribute to a healthy community. The community learns how citizens view present and future community issues related to:

Effective Community Leadership

Informed Citizen Participation

Sense of Community

Fostering Healthy Families,  
Individuals and Youth

Lifelong Education and Learning

Community Services, Facilities  
and Utilities

Recreation and Cultural Heritage

Working Landscape and the  
Natural Environment

Economic Vitality

Growth and Development

# What Are the Benefits to the Community?

The Community Profile process is empowering. Participants leave the event energized with a positive attitude, ready to work together in action groups to address the issues in their community.

Resulting benefits include: community newsletters, downtown revitalization projects, enhanced master planning, open space preservation, natural resource conservation projects, formation of a recreation commission, and development of trails.

