



COMMUNITY READINESS INITIATIVE

Step-by-Step Guide for Communities

Contents

CRI Contacts	ii
Step 1: Signing Up	1
Planning	1
Sample Form	1
Payment	4
Step 2: Leadership Alignment	5
Online Controls	5
Sending Invites	8
Sample Form	11
Managing Responses	15
Moving Forward	16
Moving Forward: Steps 3-5	17
Step 3: Community Organization Alignment	17
<i>This document is a draft. Step 4 and Step 5 are forthcoming. The most current draft can be found at http://cri.cberdata.org/communityFAQ.</i>	

**Draft Current
2016-09-21**

Brought to you by
the INDIANA OFFICE OF COMMUNITY AND RURAL AFFAIRS
and BALL STATE UNIVERSITY

The Community Readiness Initiative
is the vision of the Indiana Office of Community and Rural Affairs
with support from Ball State University.



Credits & Contacts

OCRA Team

317-233-3762 • www.in.gov/ocra

Geoff Schomacker, deputy director of OCRA
Colette Childress, project manager
Community Liaisons (listed at www.in.gov/ocra/2330.htm)

Ball State Team

Indiana Communities Institute

765-285-2773 • cri@bsu.edu or • www.bsu.edu/ici

David Terrell, director of economic development policy
and director of the RUPRI Center for State Policy
Jeani Shrack, coordinator of education and training
programs and secretary to vice president of GRACE
CRI graduate assistants

Center for Business and Economic Research

765-285-5926 • cber@bsu.edu • www.bsu.edu/cber

Michael J. Hicks, director of CBER
Srikant Devaraj, research assistant professor
Victoria Meldrum, manager of publications & web services
Graham Watson, web development manager

Who Do I Contact About...?

Why CRI Is Good for My Community

Your OCRA Community Liaison
• www.in.gov/ocra/2330.htm

Getting Started

David Terrell • drterrell@bsu.edu

Payment Inquiries

Jeani Shrack • jlshrack@bsu.edu

Technical Issues (logging in, missing data)

Graham Watson • gtwatson@bsu.edu

Becoming a Trained CRI Consultant

FAQs and latest developments
• <http://cri.cberdata.org/consultantFAQ>

Media Inquiries

David Terrell • drterrell@bsu.edu

Step 1: Signing Up

Planning

You can help your community prepare for the Community Readiness Initiative by completing a few simple tasks.

Determine the Geography of Your Community

Depending on the urban/rural density of your area, a community may be a single municipality or be a grouping of nearby towns, or it may encompass the entire county. However, participation in the CRI works best when your community is defined as a single place with one unit of governance.

Organize a Local Team

The local team (usually 3-6 people) spearheads community participation in the CRI. Your local team may include, for example, representatives from local governance (especially the mayor's office), town council, economic development, community planners, etc. **One person should be selected to serve as the primary contact throughout the CRI process.**

Depending on the community size and degree of cooperation, the duration of the CRI may range from several months to a year or more. Having the right people on your local team may make this process a lot easier—seek out those who are enthusiastic, pragmatic, and actively participate in the community.

Which Organization Is Paying for the CRI?

Each step of the CRI has an associated cost, which must be paid before the community can proceed to the next step. It's easier to decide ahead of time which group will be funding this project. Maybe it's the mayor's office. Maybe it's a community foundation. At any rate, now is a good time to get these questions answered. A more complete description of payment is found at the end of this chapter.

Information Gathering

The CRI focuses on building a widespread understanding of your community's current economic health and building a cohesive, practical vision for future growth.

Start by gathering documentation for any previous planning your community may have done for community growth (economic, cultural, residential, and/or governmental aspects). This may include strategic plans, vision statements, revitalization projects, grant submissions, feedback from consultants, or anything that may be useful in identifying how your area has previously planned for growth.

Data-driven profiles can also be useful to identify the driving economic forces in your area. You can find demographic and economic information for each county via the Ball State CBER Data Center, www.cberdata.org. Relevant sections include Indiana County Profiles, the Community Asset Inventory and Rankings, and the Brownfield Grant Writers' Toolbox.

After your team has collected an assortment of plans and data, you should be able to identify patterns in the types of projects your community excels at and/or struggles with. Discuss your observations with the rest of the team. Has there been a lot of focus on one aspect, like business attraction, educational programs, or arts and culture?

This information and discussion is merely to get your local team thinking about what has worked and hasn't for your community in the recent past. Once you've completed the CRI, these findings will be useful in determining and prioritizing future projects for your community.

Sample Form

Once you've assembled your local team and shared your vision, it's time to formally enroll in the Community Readiness Initiative. Visit <http://cri.cberdata.org> and click on 'Enroll Now' to bring up the enrollment form. A sample is found on the following pages.

Sign Up for the Community Readiness Initiative

Jump-Start Your Community

The State of Indiana Office of Community of Rural Affairs (OCRA) invites your community to participate in the Community Readiness Initiative. Through the CRI, you will gain insight into the strengths and weaknesses of your community so you can determine the course of action that will foster better community planning and growth.

Once you complete the sign-up form, you will be contacted by the CRI team at Ball State University (cri@bsu.edu) to continue the Community Readiness Initiative process. A description of the CRI process can be found at <http://cri.cberdata.org/communityFAQ>.

Let's begin now!

* 1. Your county (Indiana only):

* 2. Do you represent a specific city/town within that county?

- No. This is a county-level group.
- Yes. I'll include the name of my community below.

My community is...

* 3. Which group, business, or organization do you represent?

Example: "Sample County Regional Development Council" or "Anyplace Town Council"

This set of questions is continued on the next page...



* 4. Your contact information

Name (first and last):

Company:

Job title:

Preferred email address:

Daytime phone number:

* 5. Are you the primary contact person for the group mentioned in Question 3? (If not, you will be asked to provide the primary contact person's information on the next page.)

Yes

No

This is the primary contact for your local team. If you select "yes," you will go directly to additional contacts (others from your local team).

Primary Contact Info

* 6. Primary contact person for your group:

Name of primary contact:

Company:

Job title:

Preferred email address:

Daytime phone number:

If you selected "no", then you'll enter the info for your primary contact for your local team. And then you'll enter additional contacts from your local team.

Additional Contacts

* 7. Contact #2

Name (first and last):

Company:

Job title:

Preferred email address:

Daytime phone number:

* 8. Contact #3

Name (first and last):

Company:

Job title:

Preferred email address:

Daytime phone number:

Sign Up for the Community Readiness Initiative

You're almost finished!

After you submit the form, your request will be reviewed by the CRI team at Ball State University and the Indiana Office of Community and Rural Affairs.

Once your request to participate in the Community Readiness Initiative has been approved, you will be contacted by cri@bsu.edu for instructions on how to proceed, including options for payment. An explanation of each step and the associated incremental costs can be found at <http://cri.cberdata.org/communityFAQ>.

9. At this time, do you have additional questions or comments about the Community Readiness Initiative?

This is the last question on the enrollment form. If you have questions at this point, you may contact David Terrell at drterrell@bsu.edu.

Payment

One of the benefits of the Community Readiness Initiative is that it provides the same benefits of developing a strategic community growth plan with a professional consulting firm but at a fraction of the cost.

Once your community has been accepted into the Community Readiness Initiative, cri@bsu.edu will contact you with payment information. Once we receive payment, you will receive instructions to begin Step 2, which is the Leadership Alignment. Accepted forms of payment include credit card and invoiced check.

For more info, contact Jeani Shrack at cri@bsu.edu.

If you haven't already, add cri@bsu.edu to your email contacts. You will receive your username and password for our website's special features.

CRI Steps and Associated Costs

Step 1: Assemble Team & Sign Up

\$3,500 due

Step 2: Leadership Alignment Assessment

Step 2A: Leadership Summit (if required, pay \$1,500)

\$3,500 due

Step 3: Community Alignment Assessment

Step 3A: Community Summit (if required, pay \$1,500)

\$5,000 due

Step 4: Preliminary Findings

No cost

Step 5: Outcomes

Step 2: Leadership Alignment

Online Controls

Username and Password

Look for an email from cri@bsu.edu, cri@cberdata.org, or Ball State Indiana Communities Institute. Don't forget to check your junk mail folder just in case.

The email will include a message similar to this:

Subject: **Your new Community Readiness Initiative account has been created**
Date: 01 Jan 2016
From: **Ball State Indiana Communities Institute**
<cri@bsu.edu>
To: fake.testperson@anyplacetown.org

Fake Testperson,

Thank you for enrolling your community in the [Community Readiness Initiative](#). A new account has been created so that you can enter information needed for the next step in your community's CRI process.

[Log in to the CRI website](#) using the following information:

Email: fake.testperson@anyplacetown.org

Password: abc123XYZ

Once logged in, you can change your password and begin the next stage of CRI.

If you have any questions, please email cri@bsu.edu.



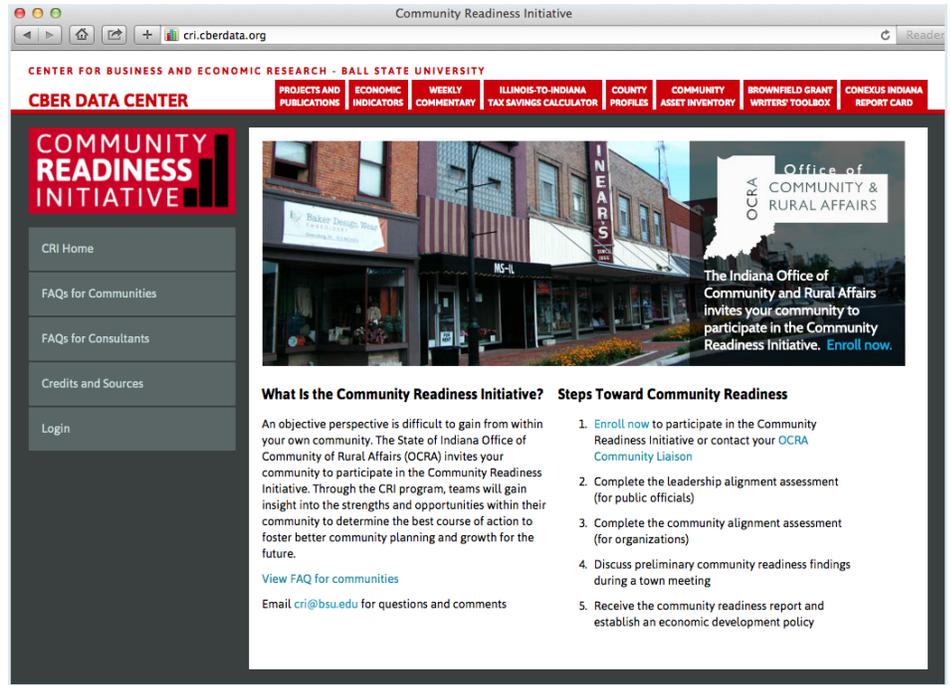
<http://www.bsu.edu/ici>
cri@bsu.edu • 765-285-2773

The CRI website address is <http://cri.cberdata.org>. After you log in, you may change your password, check the status of your community, and perform a variety of functions like invite specific people to participate in assessment, check on who has and hasn't completed the assessment, and view the collective results of the assessment.

CRI Website Home

This is what you'll see when you go to <http://cri.cberdata.org>. From the homepage, you can learn more about the project, read a FAQs of terms and concepts, find the people connected with this project, and log in to access your community's information.

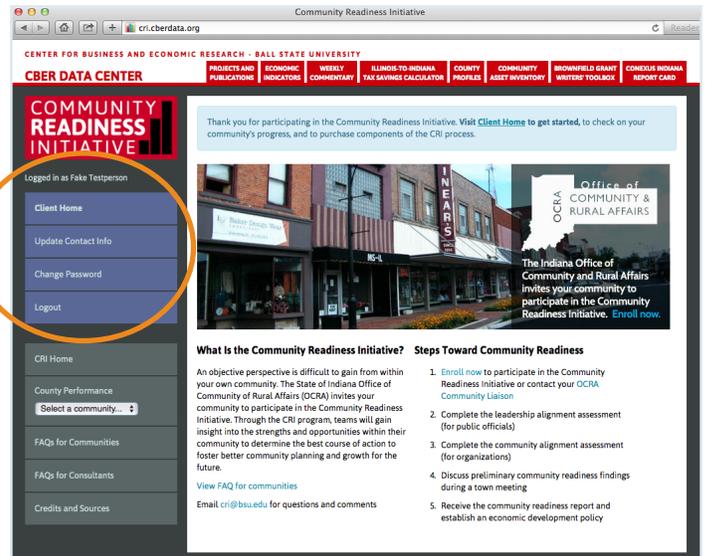
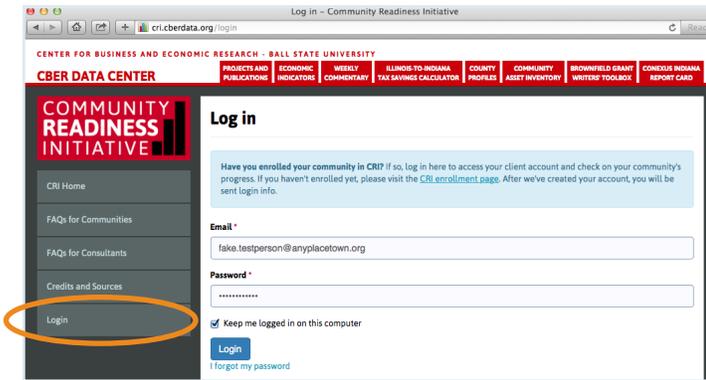
Each of those features is a gray button on the left side of the page.



Logging In

Looking at the gray buttons on the left, click "Log In" and copy/paste the email and password from your CRI account email.

Once you've logged in, you should see a blue box at the top of the page welcoming you to the project. You will also see a set of blue buttons on the left side.



Update Contact Info

If your name or email address was misspelled, you can correct it using the “Update Contact Info” button.

The screenshot shows the 'Update Account Contact Info' form. On the left is a sidebar with the 'COMMUNITY READINESS INITIATIVE' logo and navigation links: 'Client Home', 'Update Contact Info', 'Change Password', and 'Logout'. The main form area is titled 'Update Account Contact Info' and contains two input fields: 'Name *' with the value 'Fake Testperson' and 'Email *' with the value 'fake.testperson@anyplacetown.org'. Below the email field is a blue 'Update' button.

Change Password

Your password can be any combination of letters, numbers, and special characters like \$!/? and it should be at least 6 characters long.

*** If you want to make a strong password, consider using a 5-word passphrase. There's a nice explanation and passphrase generator here: www.useapassphrase.com ***

The screenshot shows the 'Change Password' form. On the left is a sidebar with the 'COMMUNITY READINESS INITIATIVE' logo and navigation links: 'Client Home', 'Update Contact Info', and 'Change Password'. The main form area is titled 'Change Password' and contains two input fields: 'Change password' and 'Repeat new password'. Below the second field is a blue 'Submit' button.

Client Home

This page displays the progress your community has made in the CRI. Each step has several actions that are a part of it. Most of the sections will be shaded dark, but one section will appear brighter, indicating that this is where you are in the CRI process.

At this stage, your progress should look like this, with two green checkmarks.

If your page has either of these items as a red X, or if Step 1 is in white instead of Step 2, then contact Jeani Shrack at cri@bsu.edu.

The screenshot shows a web browser window displaying the 'Anyplace's Progress in the CRI Program' dashboard. The browser address bar shows 'cri.cberdata.org/client/home'. The page header includes 'CENTER FOR BUSINESS AND ECONOMIC RESEARCH - BALL STATE UNIVERSITY' and 'CBER DATA CENTER'. A navigation menu at the top lists various resources like 'PROJECTS AND PUBLICATIONS', 'ECONOMIC INDICATORS', 'WEEKLY COMMENTARY', 'ILLINOIS-TO INDIANA TAX SAVINGS CALCULATOR', 'COUNTY PROFILES', 'COMMUNITY ASSET INVENTORY', 'BROWNFIELD GRANT WRITERS' TOOLBOX', and 'CONEX REPORTS'. The main content area is titled 'Anyplace's Progress in the CRI Program' and shows a progress list with two steps: 'Step One: Sign Up' and 'Step Two: Leadership Alignment Assessment'. Step One is highlighted with a white background and contains two items with green checkmarks: 'Purchased Community Leadership Alignment Assessment (\$3,500)' and 'Leadership alignment assessment survey has been prepared Survey URL: https://www.surveymonkey.com/r/2KDNFQC'. Step Two is shaded dark and contains five items with red X marks: 'Community leaders have been sent survey invitations' (with a 'Send Invitations' button), 'Responses to the survey have been collected' (with an 'Import Responses' button), 'At least 50% of invited community leaders have responded to the survey', 'Community leadership alignment calculated', and 'Passed leadership alignment assessment (alignment not yet calculated)'. At the bottom of Step Two is a 'Purchase Now' button for 'Purchased Community Organizations Alignment Assessment (\$3,500)'. A sidebar on the left contains navigation links: 'Client Home', 'Update Contact Info', 'Change Password', 'Logout', 'CRI Home', 'County Performance' (with a dropdown menu), 'FAQs for Communities', 'FAQs for Consultants', and 'Credits and Sources'.

Sending Invites

Collect and Organize Your Invitation List (Limit to 30-40)

Step 2 focuses on gathering the knowledge and perceptions of the leadership in your community. In a spreadsheet (Excel or another program), collect the names, email addresses, and titles of the appointed and elected officials. These people may include plan commission members, city and county council members, economic development commissions, etc.

Send a Formal Message

We recommend that you send a formal message to the leadership in your community to explain this project. You will want to inform leaders that they should expect an email invitation from cri@bsu.edu to take a 15-minute questionnaire of their existing familiarity with the activities of the community. This email may go to their spam or junk mail folders.

Here's an example of how you might phrase your email:

Subject: **Anyplace Community Growth: Give Us Your Input!**
Date: 05 Jan 2016
From: **Fake Testperson** <fake.testperson@anyplacetown.org>
To: saved contact list

Community Leadership,

The town of Anyplace has enrolled in the Community Readiness Initiative (CRI), a program sponsored by the Indiana Office of Community and Rural Affairs in the office of the Lieutenant Governor. This program will help our community use data-driven insights to plan for smarter economic growth.

The next step is to gather knowledge from our appointed and elected officials in the public sector.

You should soon receive an email from cri@bsu.edu (Ball State Indiana Communities Institute) inviting you to take a short questionnaire about our community. This questionnaire might be sent to your spam or junk folder. Please contact me if you have not received it within 2 days.

This questionnaire should take about 15 minutes and your response is confidential. We ask you to answer to the best of your knowledge without any research. We want to gauge your existing familiarity with the activities of our community.

If you have any questions, please contact any member of the Anyplace project team. Thank you for helping Anyplace identify the assets that will help us plan for future community growth.

Sincerely,

Fake Testperson
Anyplace Town Council
fake.testperson@anyplacetown.org
123-555-5555

Brownie Anyplace
Anyplace Community Foundation
brownie@anyplacefoundation.org
123-555-5500

Abe Human
Anyplace Town Council
abe.human@anyplacetown.org
123-555-5050

Inviting Your Officials

Log in to cri.cberdata.org and go to the client home. Click on the "Send Invitations" button in your step-by-step.

Anyplace's Progress in the CRI Program

Step One: Sign Up

- ✓ Purchased Community Leadership Alignment Assessment (\$3,500)

Step Two: Leadership Alignment Assessment

- ✓ Leadership alignment assessment survey has been prepared
Survey URL: <https://www.surveymonkey.com/r/2KDNFQC>
- ✗ Community leaders have been sent survey invitations
- ✗ Responses to the survey have been collected

Send Invitations

Import Responses

In this form, you can copy and paste the names, email addresses, and titles of the officials you want to invite. You can add as many people as you wish using the "Add Another Row" button.

You can use the "Save for Later" button to remember what you have already entered. Your information is saved when the green "Saved" appears next to the button.

If your internet is unreliable, you might want to do this after every 10 names or so. The save feature uses site cookies, so do not clear your browser history, cookies, or cache until after you have sent your invitations.

Make sure to LOAD your saved entries before you add more, or you will save over what you've already typed in!

Invite Community Officials

← Back to Client Home Who has already been invited? Suggestions of who to invite

Enter information for one or more community officials to send them survey invitations.

Name	Email	Professional Title
Name	Email	Professional Title

+ Add another row Upload invitation spreadsheet ?

Invite Community Officials

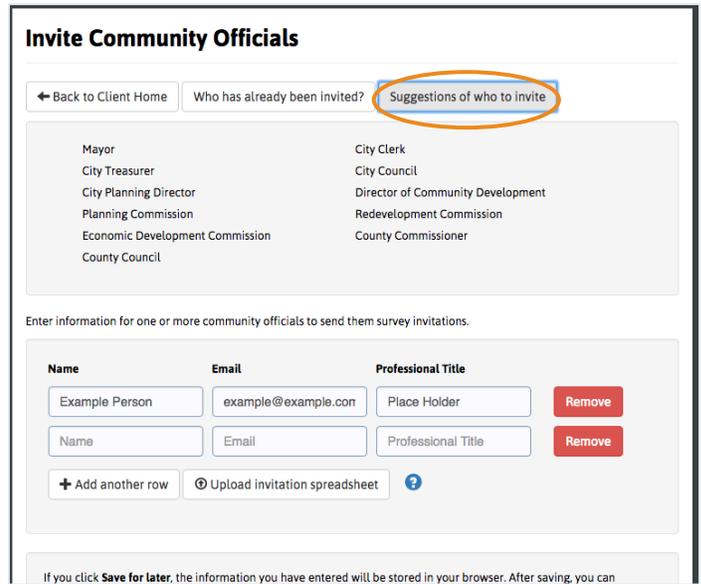
← Back to Client Home Who has already been invited? Suggestions of who to invite

Enter information for one or more community officials to send them survey invitations.

Name	Email	Professional Title	
Example Person	example@example.com	Place Holder	Remove
Name	Email	Professional Title	Remove

+ Add another row Upload invitation spreadsheet ?

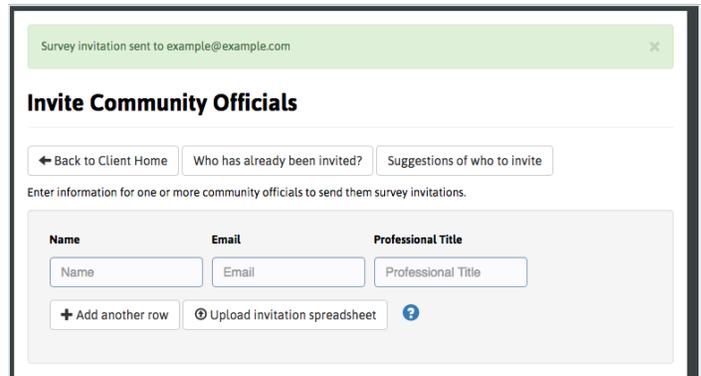
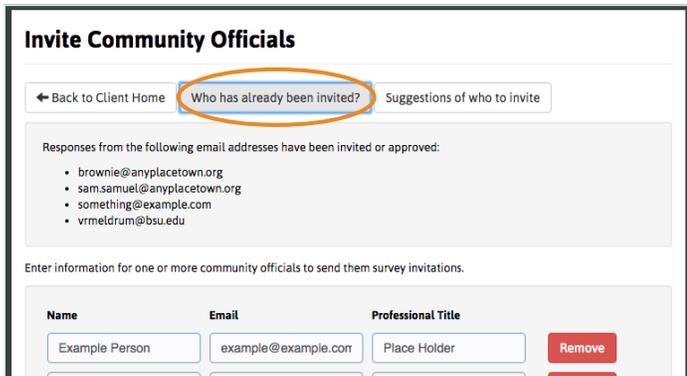
Who should you invite? The top right button will reveal a list of community people you might invite, like city/town council members, or the head of the parks department and the head of the street department. Click the button again to hide the list.



You can check to see who has already been sent the questionnaire using the top middle button. Click to reveal the list, and click the button again to hide it.

If no one has been invited, the site will say so. If people have been invited, then their email addresses will be listed. This is especially helpful if you a couple of days pass and you can't remember who you already invited.

When you do send invitations, press the "Send invitations" button. A green bar will appear at the top of the page as confirmation.



What Your Officials Receive

When you press the blue “Send invitations” button, an automatic invitation will be sent to the email addresses you have entered. Anyone who has already been emailed will not be emailed again.

The email will include a message similar to this:

Subject: **Invitation to participate in Community Readiness Initiative questionnaire**

Date: 06 Jan 2016

From: **Ball State Indiana Communities Institute**

<cri@bsu.edu>

To: fake.testperson@anyplacetown.org

You have been invited by [Ms. Fake Testperson](#) to participate in a Community Readiness Initiative questionnaire about your community.

This is a project in partnership with the [Indiana Office of Community and Rural Affairs](#) (OCRA) and Ball State University’s [Indiana Communities Institute](#). The questionnaire should take about 15 minutes to complete.

We ask you to answer to the best of your knowledge without any research. We want to gauge your existing familiarity with and your perceptions of the activities in your community. If you do not know how to answer a question, you may type “n/a” in the answer field.

To participate, visit the following URL within the next five days:

<https://www.surveymonkey.com/r/KC859GZ>

If you have any questions, please contact [Ms. Fake Testperson](#) or email cri@bsu.edu.



<http://www.bsu.edu/ici>
cri@bsu.edu • 765-285-2773

Sample Form

The Leadership Alignment Assessment (Questionnaire)

A sample of the questionnaire appears on the following pages. When an invited person opens the questionnaire from this email and completes it, the response is automatically (and anonymously) accepted into the database.

If someone takes the questionnaire from a forwarded email, or from a link that you have copied into a reminder email, the response is stored, but marked as an “unapproved” response. If you recognize the address, you can accept it and incorporate it into the results.

TEMPLATE: Leader Alignment Questionnaire - Town (County)

The goal of this questionnaire is to measure your EXISTING FAMILIARITY with the economic activities of your community. Please answer to the best of your knowledge without any extra research. There are 13 questions total.

* 1. Your contact information

Name

Position

Organization

* 2. Your email address (the one that was invited to CRI)

Email

* 3. Community represented (municipality, county)

4. Please check the box for each comprehensive community plan that you are familiar with for your community.

- a. City or town(s) plan
- b. County plan
- c. Regional plan (multiple counties)
- d. I do not know of any existing comprehensive plan for my community area

When was it last updated? (Example: County in 2005, city in 2010) If unknown, you may leave this blank.

* 5. Please list any current economic development and/or community development plans (other than a comprehensive plan) that you know of in your community and the year they were started. If such a plan is unknown, please say so.

This set of questions is continued on the next page...



6. Please describe the key points, strategic pillars, or general direction of one of your community's plans mentioned above. If unknown, please say so.

7. Has your town recently received a federal grant for economic or community development (CDBG, DOT, USDA, EDA, etc.)?

- Yes
- No
- I do not know

* 8. In comparison with Indiana, the per capita income in my county is...

- a) Higher than the **state** as a whole
- b) Lower than the **state** as a whole

* 9. In comparison with Indiana since 2000, my county population is...

- a) Growing, and faster than the **state** as a whole
- b) Growing, but slower than the **state** as a whole
- c) Shrinking

* 10. In comparison with the United States since 2000, my county population is...

- a) Growing, and faster than the **nation** as a whole
- b) Growing, but slower than the **nation** as a whole
- c) Shrinking

This set of questions is continued on the next page...



* 11. Each Indiana community uses a combination of 5 activities that make up the local economy:

Production involves the making of goods and services that are primarily consumed outside your region.

Wholesale/warehousing/logistics involves the storage and transportation of goods within your region for movement elsewhere.

Retail means the consumption of commercial goods and services locally, including goods others might come to your region to consume.

Residential development is best envisioned as a community and population based development approach, or the development of bedroom communities.

Recreation is a good or service that is consumed locally, but could be consumed by visitors to the region.

Please rank your community's economic opportunities from most promising (1) to least promising (5). Use the drop-down to select your answers or use the little dots on the left to physically click and drag them in order.

☰	Production
☰	Wholesale/Warehousing/Logistics
☰	Recreation
☰	Retail
☰	Residential

* 12. In your opinion, what are your community's greatest economic opportunities? Please list 1-3 items.

13. Do you have other comments about your community?

Done

This is the end of the leadership alignment questionnaire. You can view who has completed the form by clicking "Review Responses" on the Client Home page.

Managing Responses

Import Responses

From the Client Home, you can view the progress of the questionnaire. Once responses are collected, the CRI website will automatically import them for use by the Ball State team. A blue box displays the last time that responses were collected. This is an automatic process, but if you wish to view the latest, press the Import Responses button to “refresh” the response count.

Review Responses

Responses are confidential, but you may view a list of those who were invited to the questionnaire and whether or not they have completed it. To view this list, click Review Responses.

The Approved column will show a checkmark if the respondent used an invited email address to complete the questionnaire. The Completed Questionnaire column shows a checkmark when the questionnaire has been fully

answered and submitted. The final column displays which date the questionnaire was submitted.

If someone has completed the questionnaire from an email address that not on the invite list, then this response is collected, but not counted. See “Approve/Dismiss Unapproved Responses” for how to manage these.

Anyplace Official Questionnaire Respondents			
← Back to Client Home			
Respondent name / email	Approved	Completed Questionnaire	Completion Date
Sam Samuel town council sam.samuel@anyplacetown.org	✓	✗	
Brownie Anyplace redevelopment commissioner brownie@anyplacetown.org	✓	✗	
George Something Anyplace business development something@example.com	✓	✗	
Victoria CBER usability testing vmeldrum@bsu.edu	✓	✓	July 8, 2016
Example Person Place Holder example@example.com	✓	✗	
Mystery Person mystery@example.com	✗	✓	July 5, 2016

This response is counted!

Used an unfamiliar email address, not counted.

Approve/Dismiss Unapproved Responses

There are two likely reasons for why you might have a response that is marked as unapproved:

- 1.) someone who was invited completes the questionnaire using a different email address from the one you have on file (e.g. a personal email versus a work email)
- 2.) someone who was invited forwards the link to a person who was not invited

Both the name and the email address used to complete the questionnaire are included in our list. If you recognize the respondent and believe the response should be included, click on “approve” to add the response to the pool of counted responses.

If this response should not be included, click “dismiss” to ignore it.

Step Two: Leadership Alignment Assessment

- ✓ Leadership alignment assessment questionnaire has been prepared
Questionnaire URL: <https://www.surveymonkey.com/r/2KDNFQC>
- ✓ Community leaders have been sent questionnaire invitations (5 invitations sent)
- ✓ Responses to the questionnaire have been collected (1 response received)
New responses were last checked for 15 minutes ago
- ✗ At least 25% of invited community leaders have responded to the questionnaire
- ✗ All unapproved responses have been approved or dismissed
- ✗ Community leadership alignment calculated
- ✗ Passed leadership alignment assessment (alignment not yet calculated)
- ✗ Purchased Community Organizations Alignment Assessment (\$3,500)

Anyplace Uninvited Official Questionnaire Respondents

The following email addresses correspond to questionnaire responses that we've received that don't match up with anyone you invited, ordered from most recent to oldest.

If you approve these responses, they will be used as part of your community's alignment calculation.

Email

Actions

Mystery Person
mystery@example.com

Reminders

Press the Reminders button and follow the prompts to send a reminder email to those who were invited but have not completed the questionnaire.

Step Two: Leadership Alignment Assessment

- ✓ Leadership alignment assessment questionnaire has been prepared
Questionnaire URL: <https://www.surveymonkey.com/r/2KDNFQC>
- ✓ Community leaders have been sent questionnaire invitations (5 invitations sent)
- ✓ Responses to the questionnaire have been collected (1 response received)
New responses were last checked for 15 minutes ago
- ✗ At least 25% of invited community leaders have responded to the questionnaire
- ✗ All unapproved responses have been approved or dismissed

Send Reminders to Community Officials

- Sending a reminder will re-send questionnaire invitation emails.
- haven't responded to this questionnaire yet.
- No reminder has been sent for this questionnaire yet.

Moving Forward

At the conclusion of Step 2, the Ball State CRI team will discuss the results of the questionnaire with your local team and compared the leadership’s perception of the community with our economic data profile for your community. These results are confidential.

Once your community leadership is considered “aligned” with your local economic strengths and weaknesses, then you will be cleared to pursue the next step of the CRI process.

Moving Forward: Steps 3-5

Step 3: Community Organization Alignment

Payment for Step 3

You may enter Step 3 once the Indiana Communities Institute at Ball State University has received your payment. Please contact Jeani Shrack at cri@bsu.edu with any questions about billing/payment options.

Same Technique, Wider Net

Step 3 focuses on getting all of the key players and organizations in your community to consider their knowledge and perceptions of the community. The alignment process for Step 3 is almost identical to the process for the leadership alignment in Step 2, except the audience is much larger.

As in Step 2, you will want to organize a list of the names, email addresses, and titles of the key members of several local community organizations. These people may include municipal department heads, school board members, the library board, the board of works, community-focused nonprofit groups, etc. This list does not need to be exhaustive by any means, however; it will likely be a larger list of invites than your leadership invites.

You will want to send a formal message from an official email address to explain what the Community Readiness Initiative (CRI) is and what to expect as someone invited to participate in the alignment questionnaire.

Be sure to explain that an invitation to take an informal, 15-minute questionnaire should come from cri@bsu.edu or “Ball State Indiana Communities Institute” in the coming days. On the next page, we’ve included a suggested template for how to phrase this email.

Subject: **Anyplace Community Growth: Give Us Your Input!**
Date: 05 Jul 2016
From: **Fake Testperson** <fake.testperson@anyplacetown.org>
To: saved contact list

Community Member,

The town of Anyplace has enrolled in the Community Readiness Initiative (CRI), a program sponsored by the Indiana Office of Community and Rural Affairs in the office of the Lieutenant Governor. This program will help our community use data-driven insights to plan for smarter economic growth.

The next step is to gather knowledge from our community organizations.

You should soon receive an email from cri@bsu.edu (Ball State Indiana Communities Institute) inviting you to take a short questionnaire about our community. This questionnaire might be sent to your spam or junk folder. Please contact me if you have not received it within 2 days.

This questionnaire should take about 15 minutes and your response is confidential. We ask you to answer to the best of your knowledge without any research. We want to gauge your existing familiarity with the activities of our community.

If you have any questions, please contact any member of the Anyplace project team. Thank you for helping Anyplace identify the assets that will help us plan for future community growth.

Sincerely,

Fake Testperson
Anyplace Town Council
fake.testperson@anyplacetown.org
123-555-5555

Brownie Anyplace
Anyplace Community Foundation
brownie@anyplacefoundation.org
123-555-5500

Abe Human
Anyplace Town Council
abe.human@anyplacetown.org
123-555-5050

Sending Invitations and Managing Responses

From the Client Home, you can invite a list of people for Step 3 (community organizations) using very similar tools as those you used for Step 2 (community leadership). Once invitations have been sent through the CRI website, you may view the progress of the organizations questionnaire and send reminder emails.

This is the last page of this draft version. To check for the most current version, please visit <http://cri.cberdata.org/communityFAQ>