

Identifying Your Heart & Soul

Fun and Inclusive Tools for Engaging Residents

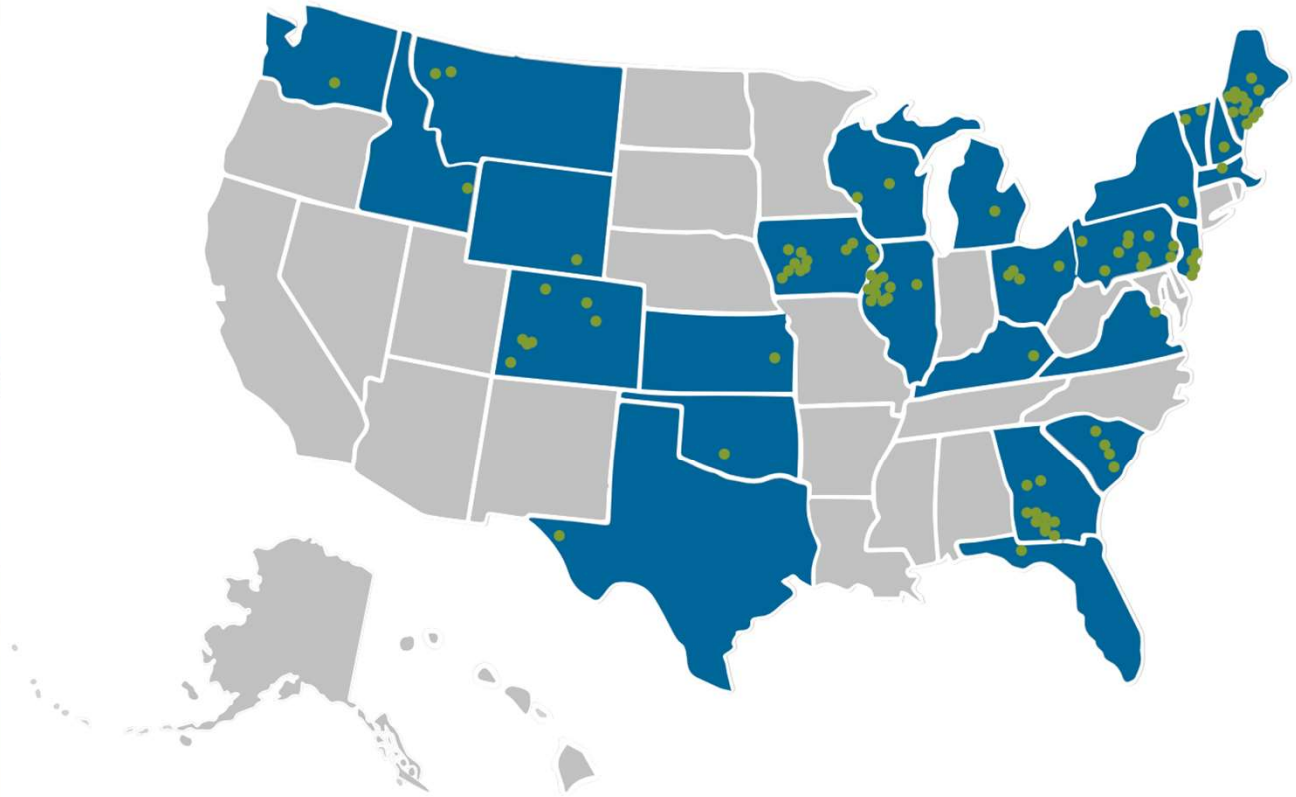
Community Heart & Soul™



Pennsylvania Recreation and Parks Society
Annual Conference
March 13, 2023



What is Community Heart & Soul?





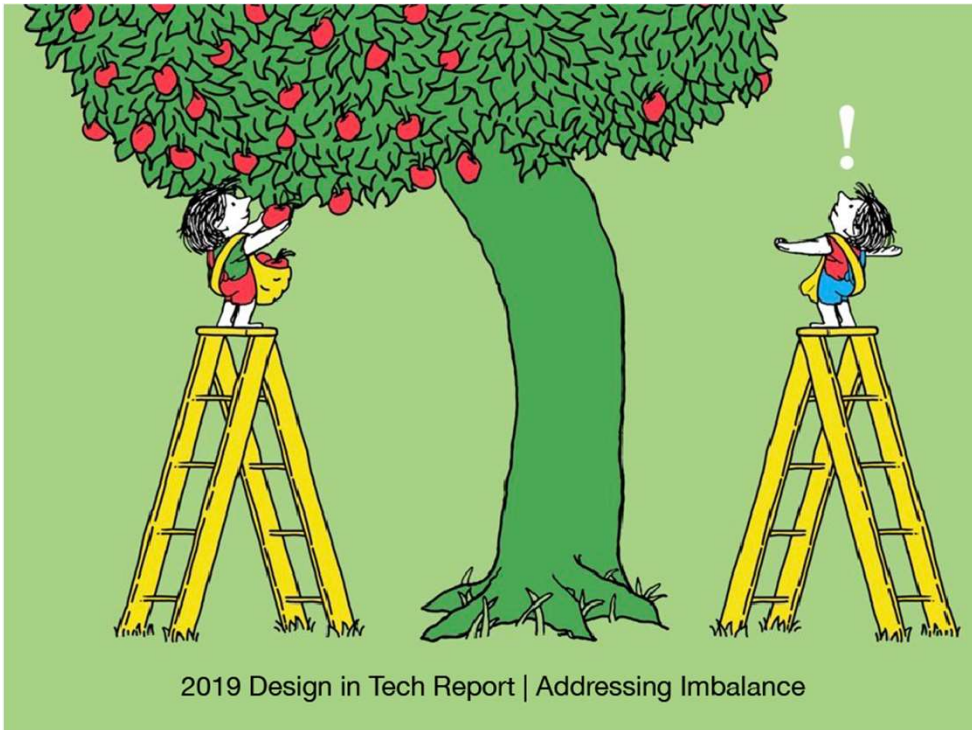
3 Principles of Heart & Soul

Community Heart & Soul
— Guided by What Matters Most —

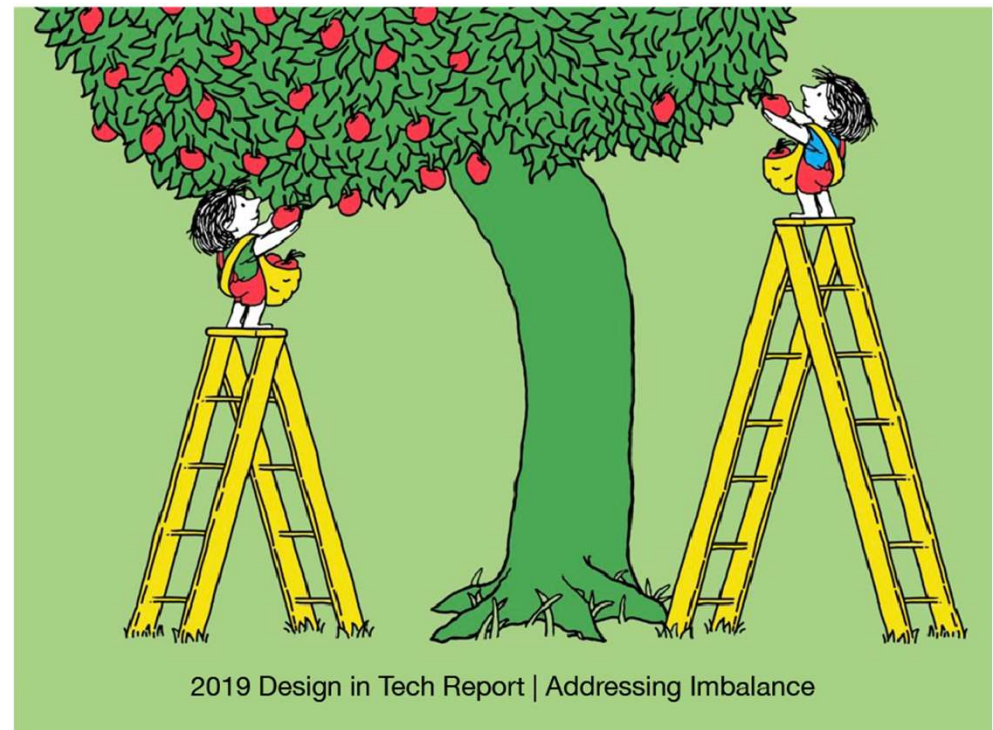
Learning Objectives

- Develop outreach strategies for public participation
 - Be more equitable and reach ‘unheard voices.’
- Understand how to lead a story circle
 - Gather what people love about your town in a fun way
- Extract qualitative data from stories
 - Identify community character, uniqueness and assets

Equality



Equity



Source: "Addressing Imbalance," by Tony Ruth for the [2019 Design in Tech Report](#).

GALESBURG ON TRACK

GET ON BOARD!

A Heart@Soul Community

LIST "FREE" STUFF TO DO IN GALESBURG:

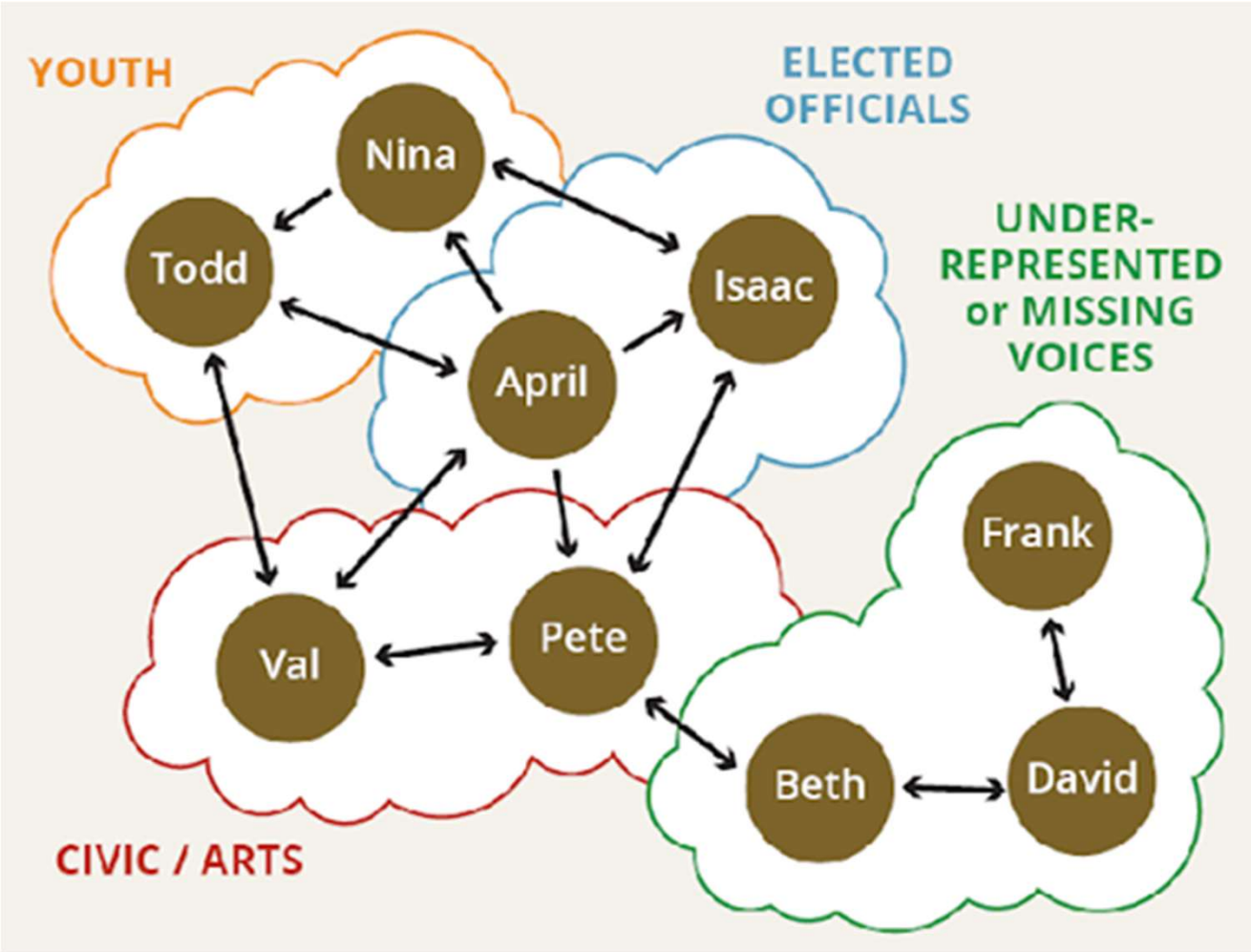
- 51 ART IN THE PARK
- 52 BAKE IN THE PARK
- 53 NORTH BIBLE SCHOOL
- 54 RIDE A RIVER CRUISE
- 55 JOIN GALESBURG ON TRACK
- 56 HANDBALL AT OPTIMIST PARK
- 57 BASKETBALL COURTS
- FREE STUFF FOR KIDS
- 58 Reading program
- 73 Story time
- 74 MUSIC MORNINGS
- 75 Porch Sitting
- 59 SWIM AT LAKE STOREY ON FREE DAYS
- 60 ATTEND KNOX COUNTY SCOUTING EVENTS
- 61 WALK THE HISTORICAL WALKING PATH
- 62 SCARECROW FESTIVAL
- 63 ICE SEATING
- 64 ATTEND SANDBURG COUNCIL AND KNOX AS A GOLF COURSE
- 65 ATTEND SANDBURG COUNCIL ON GOLFING PROMISE
- 66 ICE FISHING
- 67 WALK DOGS AT KNOX COUNTY
- 68 WALK SAND CRUISES AT LAKE STOREY BOAT HOUSE
- 69 YOGA IN THE PARK
- 70 COACHING
- 71 Visit Historical Society Museum
- 72 Orienteering
- 73 Fan watching
- 74 Cheer on sports teams
- 75 Visit St. Crescent
- 76 Hiking Tour of Homes
- 77 Dick Blick Yard Sale June 18th
- 78 Hope Questory Tour
- 79 Community of Lake Storey
- 80 Mustrommstrating
- 81 Dog walking
- 82 Visit your neighbors

- 1 Library ^{Play grounds}
- 2 Parks (fishing, pools) ^{picnic}
- 3 Cafe in the Park ^{go do something nice for someone}
- 4 LAKE STOREY + swimming ^{write Poetry}
- 5. The night sky star-gazing
- 6. Biking / Cyclists of Galesburg COG
- 7. Mall Book SWAP
- 8. MOVIES AT DRIVE-IN ^{92 Concert on the Lawn}
- 9. Thursday Movies ^{93 Pottery Making}
- 10. Great Ball ^{94. Cruise the ship}
- 11. People Watch ^{95. BBQ @ Rotary Shelter}
- 12 SKATEBOARDING ^{96. Games}
- 13 FRISBEE GOLF ^{97. Light T}

- 43 CARVER CENTER
- 44 KAYAK/CANOE LAKE STOREY
- 45 WELCOME CENTER & MUSEUM
- 46. Free Veteran ^{cards & Church use}
- 47. HORSESHOES AT LINCOLN PARK
- 48. PARADES
- 49. SINGING IN THE RAIN (OR SHOWER)
- 50. JOIN A CHARITABLE GROUP
- 28) HERITAGE DAYS
- 29) (BUS OVER) (60)
- 30. FISHING DERBY
- 31. Bike trail
- 32. hiking
- 33. baseball fields
- 34 CARL SANBURN BIRTHPLACE
- 35) READ A BOOK AT FULL VIEWPOINT PARK AND READ THE STONES
- 36. Sit outside & drink beer
- 37 STANDISH PARK TREES
- 38. OLD MAIN
- 39. churches
- 40. BIRD WATCHING
- 41. BE KIND TO PEOPLE
- 42. KITE FLYING OR DRONE
- 14 Dinner at Knox County Prairie Kitchen
- 15 Community Gardening
- 16 Volunteer
- 17 Cyclists of Galesburg (C.O.G.)
- 18 Run
- 19. Window Shopping
- 20 4th OF JULY FIREWORKS
- 21. TENNIS COURTS
- 22. STEARMAN FLY-VA
- 23 HIKING LAKE STOREY
- 24. DOG PARK
- 25. FARMERS MARKET
- 26. FIRST FRIDAYS
- 27. Swim LAKE STOREY or Municipal Pool - small #

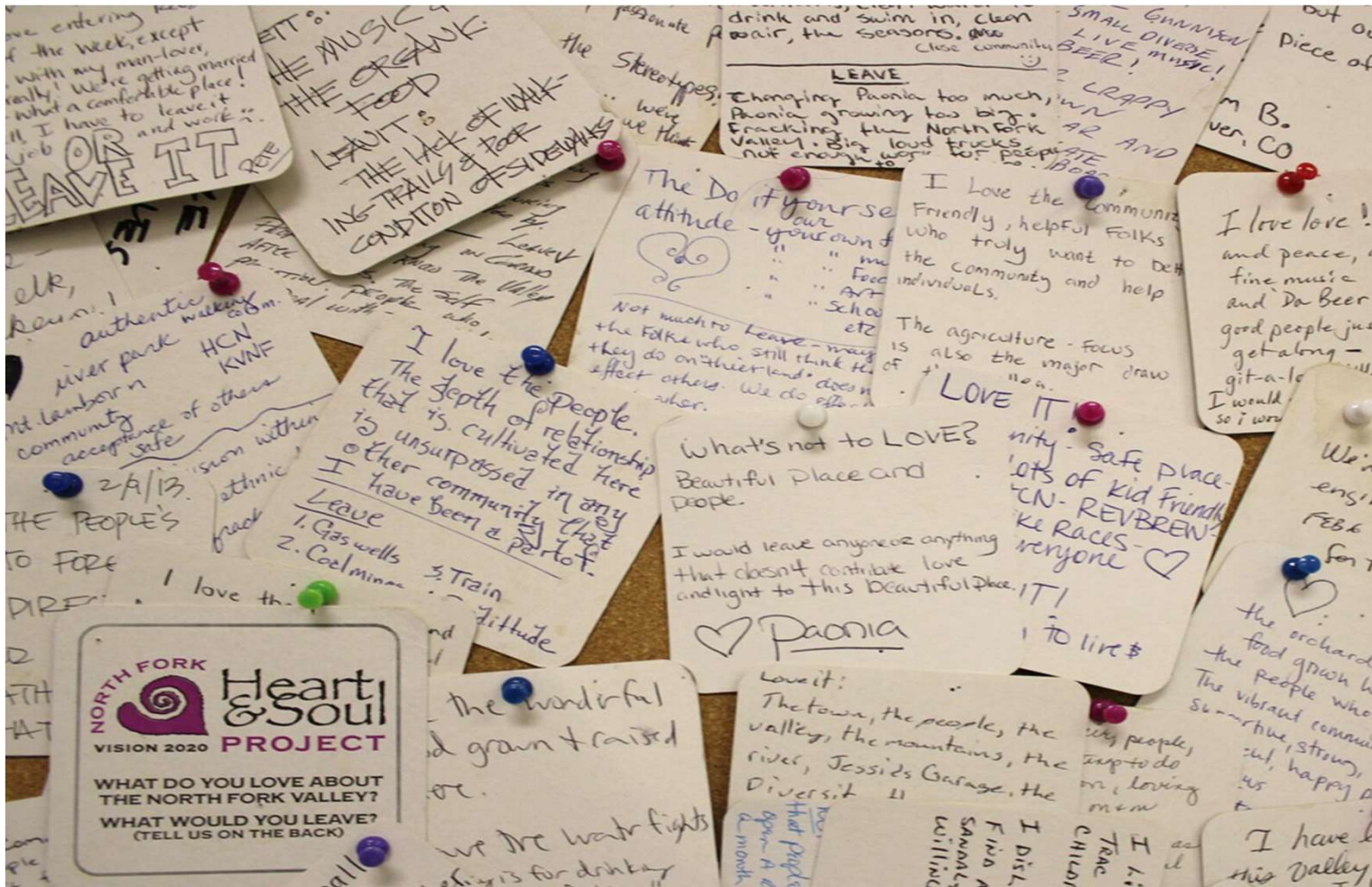


Identify Broad Groups in the Community



EXAMPLE COMMUNITY NETWORK ANALYSIS WORKSHEET

STEP 1 Know Your Community <i>List groups (informal and formal), neighborhoods, or other ways that your community is organized</i>				STEP 2 Demographic Cross-Check	STEP 3 Group Connectors <i>Someone who can connect you to others in the group</i>	STEP 4 Communicate		STEP 5 Engage	STEP 6 Follow up/ Reflect
Community group name (or description)	Are they a missing voice?	Anything special to note?	On Heart & Soul Team?	What demographic group(s) are represented in this community group? <i>Cross-check with Demographics tab</i>	Connectors (Names)	Where in your community do you "see" this group?	How can you reach out to this group?	Ideas for engaging this group in the future	Did you reach this group? Did you engage them? What worked?
Jamestown School District PTO	Not generally, but some of the families they represent are	The PTO has a large attendance at monthly meetings	Y	Crosses all demographics	Darvel Johnson (Pres)	At all school events	They have an email list; they might be able to mention something in their regular email blasts	Get on the agenda for one of their meetings	
VETERANS Veterans- VFW Veterans- VFWA Veterans- unaffiliated	Sometimes		Y	Men and Women; Crosses various age categories	Joe (VFW) Jane (auxiliary) Harry (manages the Veterans Memorial in the square)		VFW monthly newsletter		
Business owners who don't live in the community	Yes	We don't have an official count of this group	N		Jessamyn Hosterman (Chamber member)	At their businesses	Not sure; through the chamber??	Attend a chamber meeting	
Springdale neighborhood	No	They are known as the trick or treat neighborhood	Yes		Scarlett Johnson (homeowner's assn pres)	Café Strasbourg			
Temple Beth Israel	No	They operate a soup kitchen in the winter months	Y		Rabbi J Goldstein Sally Kirch-Comms Mgr		TBI newsletter (weekly-sent electronically)		
Young, single parents	Yes	There is not a formal group structure	No	Generally in lower income brackets		At the city park; at the "Y" playgroup			



Missing Voices Demographics at the Door



Story Circle Activity - (10 minutes)

Form groups of 4 people. (1 storyteller, 1 story prompter, listeners – note details)
Everyone share your name and the town you call home.

Questions: (for story prompter)

1. What is your hometown, and how long have you lived there?
2. What is something that you love about your town, something that keeps you living there?
 - a. Why is that important to you?
3. Do you have a favorite place to go in your hometown?
 - a. Why is that place special to you?...b. How does that impact your life?
4. Would you please share a favorite memory or experience related either to what you love or your favorite place?

Extracting Data /Developing Statements - (10 minutes)

1. What does the storyteller love? (details from the story)
 - a. ...and why is that important? (Discuss)
2. Ask someone to volunteer to create a draft summary statement by completing this sentence:
“They care about_____, and that is important to them because_____.”
3. Did anyone hear anything different? If so, talk about it.
4. Tweak the draft statement as a group. When you have a final statement, ask the storyteller if the statement accurately summarizes what they said.

1

New leaders
and volunteers
emerge



2

Trust is
Built



3

Downtowns are
re-energized

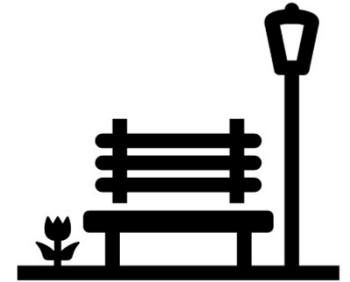
4

Pride is restored

5

History and culture
are honored



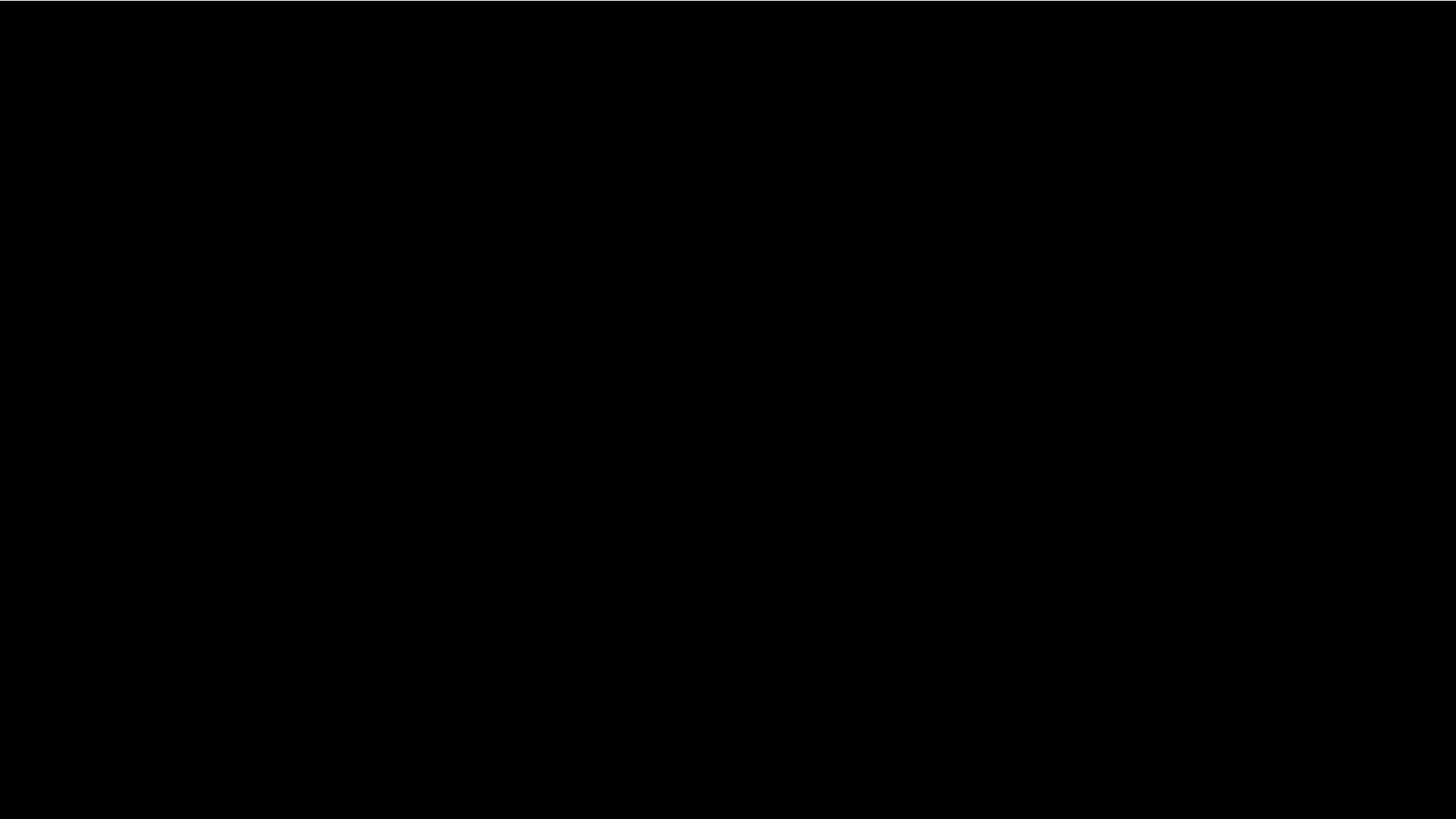


How can
Community Heart & Soul®
Benefit your Parks and Recreation?



Community Heart & Soul® Applied to Parks, Recreation, and Open Space

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Partnership Opportunities



- Community Heart & Soul Seed Grants - \$10,000 (under 30k population)
- Department of Community and Economic Development (DCED)
 - STAMP or MAP funding
- PA Humanities -(statewide partner bringing CH&S to Pennsylvania towns since 2015; currently focused on Route 6 Corridor)
- Department of Conservation and Natural Resources (DCNR)
 - Through Partnership Organizations (PA Route 6 Heritage Corridor)
- Local and Regional Foundations
- Local Fundraising, Businesses, Organizations
- County and Municipal Governments

Community Heart & Soul[®]

— Guided by what matters most —



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