



Is your community ready?

Community Readiness Assessment

This **Community Readiness Assessment** helps a community determine its starting point on the journey to build an entrepreneurial ecosystem. By understanding the attributes of an entrepreneurial community, you will learn if your community's journey is just beginning or if your community is ready and well-positioned to move forward.

To implement the framework and deploy resources, many players need to be involved including residents, foundations, government officials and economic development organizations. Before a community can effectively deploy an entrepreneurial development approach, it must commit to long-term support; municipalities, residents, key community leaders, organizations and institutions must be prepared to invest in the framework to make positive changes in the community.

A Community Readiness Assessment is the first step to determining a community's ability to commit to the long-term strategy.

But first, some background

The Ford Family Foundation believes that investing in the economic stability of families and the success of businesses will lead to increased employment and vital rural economies. As a result of that belief, the Foundation created the Community Economic Development department in 2015. Community economic development is an

approach that enables residents to mobilize and build assets to improve their quality of life in a sustainable way. It is a more balanced approach than traditional economic development. It uses connections between local institutions and residents to identify community priorities, opportunities and issues.

Over the last five years we have identified key economic development organizations, developed working relationships, and met residents all over rural Oregon and Siskiyou County, Calif. Supporting grantees helped us develop our beliefs about community economic development and our role as a systems actor. It also helped us recognize that Oregon's economic development ecosystem has gaps that disproportionately impact rural communities.

The need to approach community economic development from a systems strategy is evident. It led us to work with e2 Entrepreneurial Ecosystems, NetWork Kansas, and key colleagues to develop an entrepreneurial ecosystem framework that rural Oregon communities can adapt to meet their needs. e2 has a proven track record of accelerating entrepreneurial activity in rural communities; NetWork Kansas has been promoting a statewide entrepreneurial environment since 2006.

So, let's get started. Let the Community Readiness Assessment help you determine if your journey is just getting going or if you are ready to move ahead to increased impact.

Community Name:

Community Readiness Assessment

Bring together a diverse group of community members who will collectively rank your community on each readiness factor. Readiness will be based on a 1-5 scale, where 1 is a limited degree of readiness and 5 is a high degree of readiness. This exercise identifies areas your community excels in or may need to strengthen as the community pursues an entrepreneurship development strategy.

Name of community participants, and their role/title and organization

The word “entrepreneurship” means different things to different people. For the purpose of this program, we define entrepreneurship in terms of the business lifecycle: from pre-venture to maturity. For the following statements

1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree

1. Entrepreneurs at the center of the work

Entrepreneurs currently participate in my community’s economic development efforts (pick one):

1 2 3 4 5

My community balances business attraction with support for existing businesses and local start-ups (pick one):

1 2 3 4 5

Comments:

1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree

2. Community and local government buy-in

- Entrepreneurship is currently a key component of my community's economic development practices (pick one):

1 2 3 4 5

- Public-private partnerships exists within the community (pick one):

1 2 3 4 5

- Trust and collaboration broadly exist between local government and residents (pick one):

1 2 3 4 5

- There is political will to commit to a long-term entrepreneurial ecosystem strategy (pick one):

1 2 3 4 5

- There is willingness to partner outside of our community (pick one):

1 2 3 4 5

- There is a willingness to broadly partner within our community and include voices that are not always heard (e.g. Native Americans, low income, Latinx) (pick one):

1 2 3 4 5

Comments

1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree

3. Structure

- There is a willingness to financially support an entrepreneurial ecosystem (EE) strategy (pick one):
1 2 3 4 5
- There is currently a paid person who leads entrepreneurship development efforts (pick one):
1 2 3 4 5
- There is currently a paid person who leads economic development efforts (pick one):
1 2 3 4 5
- There is political will to commit to a long-term entrepreneurial ecosystem strategy (pick one):
1 2 3 4 5
- There is a team of local champions, including entrepreneurs, to lead building an EE (pick one):
1 2 3 4 5
- An assessment of the community's assets has been completed (pick one):
1 2 3 4 5

Comments

1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree

4. Resources

- There are entrepreneurship programs already in place (pick one):

1 2 3 4 5

- The community is connected to resources (e.g. community development financial institution, Small Business Development Center, venture catalyst, etc.) (pick one):

1 2 3 4 5

Comments

Completed by (name, title, organization, email address):

Thank you.

Save and submit this form via email to **swylie@tfff.org**

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