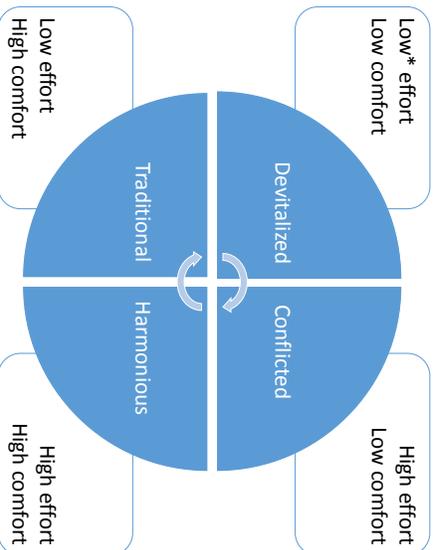


VOICES

An instrument to measure the quality of institution-community relationships



*"Low" and "high" refer to more or less than average

The Visitor-Oriented Institution

Community Estimation Scale utilizes the marital model of *comfort* and *effort* to measure a dynamic relationships between an institution and its constituencies.

Comfort	Very negative . . . Very Positive	Considering partnership qualities such as mutuality, respect, reciprocal benefit, connectedness, or joint purpose in relation to your organization or community's conditions, concerns, and issues, how positively or negatively do you rate the institution?
Effort	Not at all . . . Superior	The institution sponsors many activities. How much do the institution's activities touch the conditions, concerns, or issues of your community ?
Examples	Conditions, concerns, or issues organized by ways visitors value institutions	Educational: Ways of thinking, teaching, supplementing formal education, etc. Societal: Cultural pluralism; environment; public policy Economic: Involves a range of values from increased business or traffic flow to preparing young people for the workforce Individual: Supportive in inspirational, emotional or physical ways

Potential Uses

Actions the results could inform or engender.

Program planning	Based on type of relationship for community groups and subgroups, determine and implement strategic actions necessary to make all relationships more harmonious. Plan programming that engages with harmonious relationships and enhances the quality of other relationships.
Establish program readiness for a grant proposal.	Establish program readiness of target group; Address needs to prepare for future
Identify external research partners.	Identify communities with relationships appropriate to the research. (e.g., harmonious communities if research requires cooperation from community organizers).
Community engagement: identify sub-communities and related needs.	Determine strategic actions necessary to make all relationships more harmonious.
Secondary marketing effects	Adjust marketing strategy to be in line with engagement strategies.
Diagnostics for funded projects	Address relationship needs that may be hindering full project participation.
Internal politics: determination of audiences to be developed	Consensus and priority alignment between planning group members
External politics: awareness of institution involvement in community issues.	Address relationship quality to be most a supportive and harmonious partner in community issues.