

# EDMONTON SOCIAL PLANNING COUNCIL

#418, 10010 - 105th Street, Edmonton, Alberta T5J 1C4 Telephone 424-0331



United Way  
A Member Agency

May 1979

The Edmonton Social Planning Council provides support services to complement the voluntary efforts of citizens in community planning and decision making. We serve volunteer citizen groups and those working with citizens to focus on community objectives and ways of achieving them. We will not make decisions for a community or group but will give its members information, ideas, techniques and support that will enable them to make the best decisions themselves. We also provide a consulting and training service for professionals who are involved in working with communities. We are not coming in cold; we are familiar with most problems facing Edmonton communities and other non-profit groups concerned about community well-being.

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EDMONTON SOCIAL PLANNING COUNCIL

418 Baker Building  
10010 - 105 Street  
Edmonton, Alberta  
T5J 1C4

MEMBERSHIP APPLICATION FORM

I wish to apply for membership in the Council.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_  
(postal code)

TELEPHONE \_\_\_\_\_

THERE IS NO MEMBERSHIP FEE.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

We have a long background of experience in community social planning upon which citizens and organizations working for citizens can draw. We know that people are constantly asking questions such as:

How can we communicate better: with fellow citizens, politicians, agencies?

How do we make effective decisions? What is planning all about?

How do we set up a community group? How do we set up committees that really work?

How do we motivate people to get things done?

Who else has the same problems we do? Can they help us?

Who makes policies at City Hall? How do they affect us? How can we affect them?

How do we cope with all the changes in our neighborhood?

As a citizen board, how do we make policies, plan programs, deal with staff?

If we are developing services for people and we want their input, how do we get it? Who should we listen to from a community?

Who is looking into all the social problems we see and hear about?

## MAKING EFFECTIVE DECISIONS

That's what planning is all about. It gives groups a sense of where they are going. It brings common understandings of aims and mutual support to achieve hopes. It makes people's efforts positive and creative - and avoids reactions that frustrate and burn people out. The Edmonton Social Planning Council assists people in establishing community goals and realistic methods to achieve them through on-going consultation, workshops and information services.

## MOTIVATING PEOPLE TO ACTION

The best planning goes nowhere if you cannot turn people on to do something about their communities. Community development is communicating effectively with people what the needs of the community are and what they can gain by attempting to solve those needs. It is showing people they have skills to contribute and giving them confidence to use those skills.

The Edmonton Social Planning Council conducts special "People In Action" Seminars to train people in community development methods. We provide workshops and seminars on citizen participation methods, group leadership techniques and community surveys. And we offer on-going consultation, e.g. helping the Federation of Community Leagues in a leadership training project.

## WHAT IS OUR BACKGROUND?

- 1940: A body of representatives from various organizations attempting to fill social service gaps in the community.
- 1950's: Emphasis shifted to coordinating social agencies, organizations, clubs and groups to improve welfare services.
- 1960's: With increased government programs, began looking at provision of research on social issues and services.
- 1970's: Moved into role of community facilitator, emphasis on community planning. Focus continues, though means of pursuing objectives has shifted with changing circumstances and personnel.

## HOW THE EDMONTON SOCIAL PLANNING COUNCIL WORKS

- Administered by a rotating Board of Directors composed of 15 citizens,
- Assisted by professional staff with backgrounds in community organization, social work, law, sociology, volunteer training, urban planning.
- Additional support by volunteers throughout the City who contribute many hours working with groups and projects assisted by the Edmonton Social Planning Council.
- Membership open to all interested citizens.

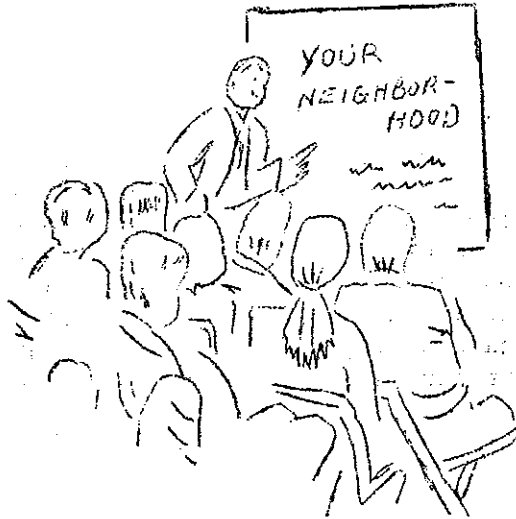
## WHO FUNDS THE EDMONTON SOCIAL PLANNING COUNCIL?

- Non-profit organization, voluntary and independent.
- Financed through combination of United Way funds (66%), City of Edmonton grant, contracts for service and projects (e.g., Federation of Community Leagues, Edmonton Association for Continuing Education and Recreation), nominal fees for some services.

## CITIZEN BOARDS

Volunteer boards play a vital role in our modern day society. Socially, economically, and politically, their decisions affect many others. So they must be skilled in decision making.

This is a special area for the Edmonton Social Planning Council; working extensively with day care centre boards for over a year and we developed a manual "Boards and Staff and Stuff". We have now adapted ideas and methods to other groups through a revised manual "The Board-Staff Workbook" and workshops on subjects like: types of boards, board-staff relations, recruitment and orientation, planning techniques, designing effective meetings, legal responsibilities.



## BUILDING AN ORGANIZATION

A lot of community action and planning takes place through organizations: e.g. community leagues, neighborhood associations, social agencies. That means constitutions, committees, use of staff, relations between organizations. A lot of groups get caught up in old structures or past ways of doing things. So they often fail to achieve a noble purpose.

The Edmonton Social Planning Council helps groups to change with the times: expanding or redefining what they are doing, finding innovative ways to meet new needs or new pressures, learning how to make board and staff members effective teams, discovering new community resources.



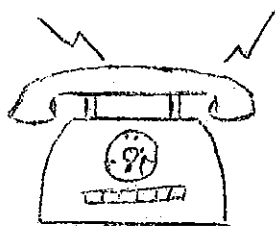
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## INFORMATION AND COORDINATION

People cannot usually solve problems in their neighborhoods in isolation from other communities. Through constant contact with government, voluntary and citizen organizations across the City, the Edmonton Social Planning Council links up groups and individuals for mutual support.

We provide information and ideas to solve problems through "how to" manuals such as "People First", a community self-help planning manual, and "The Board-Staff Workbook". We have published studies on issues like planning law, poverty, day care. A citizen resource centre contains material acquired and developed by the Edmonton Social Planning Council in the preparation and delivery of services. By monitoring the process of decision making in government and the decisions themselves, we can provide information so public response to proposed changes in policies, by-laws and legislation are possible and effective.

Government, voluntary  
and citizen  
organizations



groups

individuals

## MAKING CITIZEN INPUT POSSIBLE AND USEFUL

If agencies, organizations and government departments agree that citizen input is essential, they are often unsure how to initiate participation that is mutually beneficial to themselves and people they affect. We design and implement methods of involvement that represent real cooperation between citizens and decision makers. In 1978, at the request of the Mayor of Edmonton, we collaborated with the Federation of Community Leagues to design and assist a process that brought 85 communities together to discuss mutual problems and present a "citizen's report" to City Council. In 1979, we developed a process to help citizens work with City planners to review the Edmonton Municipal General Plan.

## MAKING ORGANIZATIONS MORE RECEPTIVE

The Edmonton Social Planning Council is currently extending its services towards helping professionals deal more effectively with community needs and services. The emphasis here will be to use practical and proven consulting and training techniques to provide opportunities for individuals and groups in organizations to test alternative approaches in the evolving social development field. These services are designed to meet the needs and expectations of busy people at senior organization levels and in task groups in their attempts to develop strategies for more effective programming in social development and community planning.

## BRINGING PEOPLE TOGETHER