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About the Discovery Tool
The Discovery Tool is an online tool developed to measure how residents view their community relative to the eight characteristics. Residents are asked to rate various dimensions of their community. For these items respondents rated each on a scale from 1 to 5, where 1 denoted “not at all” and 5 indicated “completely.” Residents are also asked a couple open-ended questions about their community as well as some standard demographic questions that are used to make comparisons among community residents.

Huskerville Discovery Tool Process
In Huskerville, the online ECAP Discovery Tool was marketed to community residents through various sources. Paper copies were also available to residents. A total of 250 residents completed at least some of the community rating scales in the Discovery Tool.
Community Vision, Sense of Place, Culture of Change, and Leadership

The community was rated by residents on 32 different dimensions, each using a five-point scale where 1 indicated “not at all” and 5 denoted “completely.” The responses to 18 of the dimensions are shown in the following charts.

Just over one-half of the respondents (53%) believe that their community has a strong identity. And, one-third of the respondents (33%) think their community has a sense of purpose. However, less than one-quarter of the respondents believe the community has goals to accomplish the vision, that the community listens to people’s opinions, has a shared vision for the future, shares information openly, and that it creates opportunities for diverse community member involvement in visioning and planning processes.

Over four in ten respondents (41%) believe their community has a majority of residents who have strong pride in the community and believe the community has a majority of residents who strongly identify with the community (42%). Over one-third of the respondents believe that the community has a majority of residents who feel they belong in the community (39%) and one-third (33%) believe the community celebrates its heritage and culture.
Three in ten respondents believe the community is open to new ideas (30%). Fewer respondents believe that it promotes innovation and creativity (22%) and that the community proactively drives change (17%).

Four in ten respondents believe the community has leaders who engage and empower citizens (40%). Three in ten believe it has leaders who work together to solve issues. Over one-quarter believe the community has leaders who are motivated to improve the economic and social well-being in the community (28%) and two in ten believe it uses a variety of tools for communication to keep citizens informed.
Demographic Differences
Statistically significant differences were detected for the following:

**Age:**
- Older persons (over the age of 50) are more likely than younger persons to believe the community is open to new ideas.

**Education level:**
- Persons with higher education levels are more likely than those with less education to believe the community celebrates its heritage/culture, that it has goals to accomplish the community vision, proactively drives change, and listens to people’s opinions.

**Years lived in community:**
- Persons who have lived in the community longer (more than 10 years) are more likely than newcomers to the community (have lived in community 10 years or less) to believe the community is open to new ideas and has leaders who engage and empower citizens.
Uses a variety of tools for communication to keep citizens in the loop

Has leaders who engage and empower citizens

Has leaders who work together to solve issues

Has leaders motivated to improve economic & social well-being in community

Leadership:

Promotes innovation and creativity

Is open to new ideas

Proactively drives change

Culture of Change:

Celebrates its heritage, culture

Includes a majority of residents who feel they belong in the community

Includes a majority of residents who have strong pride in the community

Includes a majority of residents who strongly identify with the community

Sense of Place:

Shares information openly

Listens to people's opinions

Creates opp. for diverse involvement in visioning & planning

Has a strong identity

Has a sense of purpose

Has goals to accomplish the vision

Has a shared vision for the future

Community Vision:
Infrastructure, Digitally Connected, Education/Workforce IQ and Entrepreneurial Support Systems

The responses to the remaining 14 community rating scales are shown in the following charts.

Over four in ten respondents (45%) believe the community provides and maintains adequate infrastructure for agriculture, business, manufacturing and industry.

Over six in ten respondents (62%) believe the community has access to high speed Internet services. Over one-third of the respondents believe the community has affordable high speed Internet services (37%) and over one-quarter believe it has leaders who use technology for governing and managing the community (26%).
Over four in ten respondents (44%) believe the community prepares students for work and careers in a changing world. Less than one-quarter of respondents believe the community provides educational opportunities for workers to improve personal and job-related skills (24%), provides entrepreneurship and business education for youth and adults (24%), and provides opportunities for technology/technical education or training (22%).

Less than one-quarter of the respondents believe the community does the following items: has legal services for entrepreneurs (21%), has access to capital for entrepreneurs (17%), has favorable public policies supportive of entrepreneurship and business development (17%), has mentoring and networking opportunities for entrepreneurs (15%), has accounting services for entrepreneurs (11%), and has marketing services for entrepreneurs (11%).
Demographic Differences
Statistically significant differences were detected for the following:

**Age:**
- Older persons (over the age of 50) are more likely than younger persons to believe the community has affordable high speed Internet services.

**Education level:**
- Persons with higher education levels are more likely than those with less education to believe the community provides educational opportunities for workers to improve personal and job-related skills and that it prepares students for work and careers in a changing world.

**Years lived in community:**
- Persons who have lived in the community longer (more than 10 years) are more likely than newcomers to the community (have lived in community 10 years or less) to believe the community has affordable high speed Internet services.

**Leadership Roles:**
- Persons who have held a leadership role in a community group or organization are more likely than those who haven’t to believe the community provides educational opportunities for workers to improve personal and job-related skills.
Demographics

The average age of the respondents was 47.8 years. Twenty percent are under the age of 35. Ten percent are age 65 or older.

Most of the respondents (91%) have at least a high school diploma, with just under one-half (47%) having at least a four-year college degree.

One-quarter (25%) of the respondents have lived in their community for ten years or less, while 54 percent have lived there for more than 20 years.

Community Involvement

Most of the respondents (84%) have belonged to a community group or organization in their community during the past five years and most (89%) have volunteered their time for a community group or organization. Over one-half of the respondents (56%) have held a leadership role in a community group or organization during the past five years and 23 percent have held a public office or served on a government board or committee.
About the Entrepreneurial Communities Activation Process (ECAP)
The Entrepreneurial Communities Activation Process (ECAP) is a holistic facilitative process with the goals of attracting and retaining working age population and creating entrepreneurial environments that lead to community vitality. ECAP helps communities support innovation and entrepreneurship by understanding their unique characteristics, community assets and potential opportunities. An extensive review of literature has identified a model of eight characteristics that consistently characterizes entrepreneurial communities, and that contributes to their positive entrepreneurial cultures: Community Vision; Culture of Change; Leadership; Sense of Place; Infrastructure; Digitally Connected; Education/Workforce IQ; and Entrepreneurial Support Systems.
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