

BCD 110 - INTRODUCTION TO COMMUNITY DEVELOPMENT

CONTINUOUS ASSESSMENT TEST II

INSTRUCTIONS: Attempt all the questions.

1. What is transformational leadership?
2. What is the purpose of a community assessment?
 - Why conduct one?
 - How do you collect information for an assessment?
 - What should be included in the assessment report?
3. Why is it important to map assets?
 - What is the process for mapping individual capabilities?
4. What are some of the techniques for surveying communities?
5. Why should workforce development strategies be integrated into primary and secondary education?
6. Why are community colleges important in workforce development?
7. How is community and economic development marketing different from general or “societal” marketing?
8. What are the four major components of community marketing?
9. What are a community’s external and internal marketing audiences?
10. What are some ways to distribute a community’s marketing message and create awareness? What are some key components of a community’s marketing plan?