

Task 2.3 Community Values

Purpose

Throughout this module, you learned about the global value of cooperatives and the wide array of career opportunities. Even though a local cooperative may be part of a larger international business, it still roots itself in the local community. Many rural communities benefit economically and socially from cooperatives.

A cooperative may be a key employer in a small town that provides services to the entire community. Community members who are and are not part of a cooperative rely upon local cooperatives for supplies and services from pet food to oil changes. In addition, cooperatives will offer a variety of rewarding professional and technical career opportunities.

Although community members do business with cooperatives, many may not know how cooperatives give back to their community. Community involvement is a principal value of all cooperatives. Cooperatives strengthen communities by providing educational opportunities for youth, such as leadership programs and scholarships, along with philanthropic giving, service projects, and community education.

How does your local cooperative add value to your community? Does your community understand the value of their local cooperative?

Materials

Per group of students:

- Calculator
- Computer with internet access and word processing software

Per student:

- Pencil
- *Task 2.3 Evaluation Rubric*

Procedure

Survey your community about their knowledge and use of local cooperatives. Then interview a cooperative member and patrons. Use your information from the survey and interviews to make a brochure promoting a local cooperative.

Part One – Local Survey

Use the survey in Table 1 to survey ten members of the community. Record responses to the Yes/No questions using tally marks in the tally mark section of the survey. Record answers to the other questions in the provided space. For this survey, you do not need to track the relationship between the questions and those answering them. When surveying the community, follow the communications etiquette presented during the *Survey Communication* presentation.

Work with your group to compile your survey results. Your group should have surveyed a total of 40 people in the community. In Table 2, record the total responding yes for each question and the total surveyed. Use a calculator to divide the total responding yes by the total surveyed to find the percentage answering yes to each question.

Choose one person in the group to complete Part Two and three people to complete Part Three.

Part Two – Cooperative Information

1. Your teacher will assign you a local cooperative manager to interview. Contact the local cooperative manager in your community and ask her or him the questions in Table 3. When interviewing the

manager, follow the communications etiquette presented during the *Survey Communication* presentation. Enter the responses in Table 3 on the student survey.

2. Based upon your local population, calculate the percentage of people employed by, members of, and patrons of the cooperative. Record the percentages in Table 3.
3. Share your information with the other members of your group.

Part Three – Patron Information

1. Your teacher will assign you a cooperative patron to interview. Contact the patron in your community and ask her or him the questions in Table 4. When interviewing the patron, follow the communications etiquette presented during the *Survey Communication* presentation. Record the answers in Table 4 on the student survey.
2. Share your information with the other members of your group.

Part Four – Inform the Community

Use the information collected in Parts One through Three to determine what the respective community members do and do not know about your local cooperative. Work with your group to develop a brochure explaining the benefits of having a cooperative in the community. Your teacher will evaluate the brochure using *Task 2.3 Evaluation Rubric*. The brochure should meet the following criteria.

- Patron testimonials
- How the cooperative impacts the community
- Percentage of community people benefiting from the cooperative
- Services received by members and non-members in the community

Conclusion

1. What services do local cooperatives provide?
2. How many people in your community does your local cooperative impact?
3. How does your local cooperative add value to the community?

Name _____



Task 2.3 Community Survey

Table 1. Community Connection

Are you a member of a cooperative?	YES	NO
Tally Marks		
If yes, of what cooperatives are you a member?		
If no, why are you not a member of a cooperative?		
Are you a patron of (do you use) a local cooperative's goods and services?	YES	NO
Tally Marks		
If yes, what goods and services do you purchase?		
If no, what goods and services would you purchase if available?		
Have you ever worked for a cooperative?	YES	NO
Tally Marks		
If yes, what jobs did you have?		
Have you seen or experienced a local cooperative contributing to the community?	YES	NO
Tally Marks		
If yes, what examples have you seen or experienced?		
If no, how would you like to see your local cooperatives contribute to the community?		

Table 2. Community Response Analysis

Question	Yes Responses	Total Surveyed	Percentage
Are you a member of a cooperative?			
Are you a patron of (do you use) a local cooperative's goods and services?			
Have you ever worked for a cooperative?			
Have you seen or experienced a local cooperative contributing to the community?			

Table 3. Cooperative Questions

Question	Total	Local Population	Percentage
How many people are locally employed by your cooperative?			
How many local patrons are there in the community?			
How many local people use the cooperative that are not members?			
How does your cooperative give back to the community?			

Table 4. Patron Questions

Questions
How does your cooperative give back to the community?
Why do you use the cooperative instead of other businesses offering the same services?
What services would you like your cooperative to provide that it does not?