



**KANSAS
TOURISM
CONFERENCE**

Liberal, Kansas
October 19, 2021



K-STATE

Research and Extension

Community Vitality

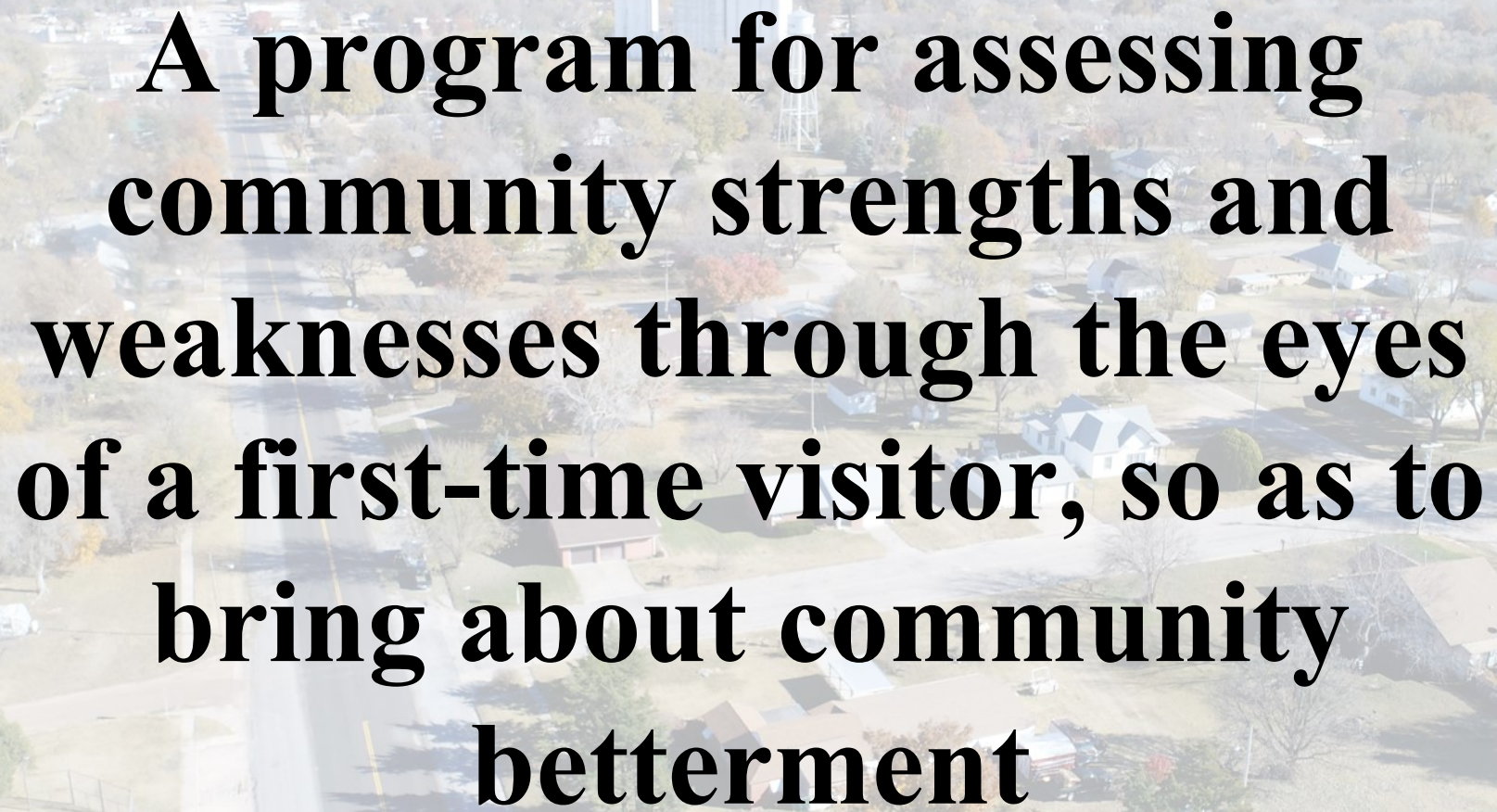
First Impressions

See your community

as others see it!

DANE G. HANSEN

FOUNDATION

An aerial photograph of a rural community, showing a mix of residential houses, some with large porches, and scattered trees. A paved road with a yellow center line runs through the scene. In the background, there are more buildings, including a large white structure that could be a school or a community center. The overall atmosphere is peaceful and suburban.

**A program for assessing
community strengths and
weaknesses through the eyes
of a first-time visitor, so as to
bring about community
betterment**

How does it work?

- Two somewhat similar communities are paired
- Volunteers from each community agree to do unannounced visits to the other and document and report their findings
- Participants become “secret shoppers” for the day and document what they perceive as their paired community’s strengths and weaknesses
- Results and photos are presented at a public community meeting.

What is covered?

- Prior to your visit (searching online ahead of time)
- The Five Minute Impression
- Community Entrances
- Housing and Residential Areas
- Education, Health, Social and Emergency Services
- Local Economy
- Government/Public Services
- Recreation, Faith, Culture and Heritage
- General Observations
- Information from Community Residents

**[www.ksre.ksu.edu/community/
civic-engagement](http://www.ksre.ksu.edu/community/civic-engagement)**





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