



COMMUNITY INDICATORS PROJECTS

CERTIFICATION

Develop an understanding of community indicators projects and receive a certification from the International Society of Quality-of-Life Studies (ISQOLS), a globally recognized academic and professional association, with its own publications, journals, conferences, and identity. ISQOLS is collaborating with the Management Institute for Quality-of-Life Studies (MIQOLS) in the administration of this certification program.



10 learning modules • world-renowned instructor



OVERVIEW

Who Are We

Why Get Certified

Who Is the Program for

What Will You Learn

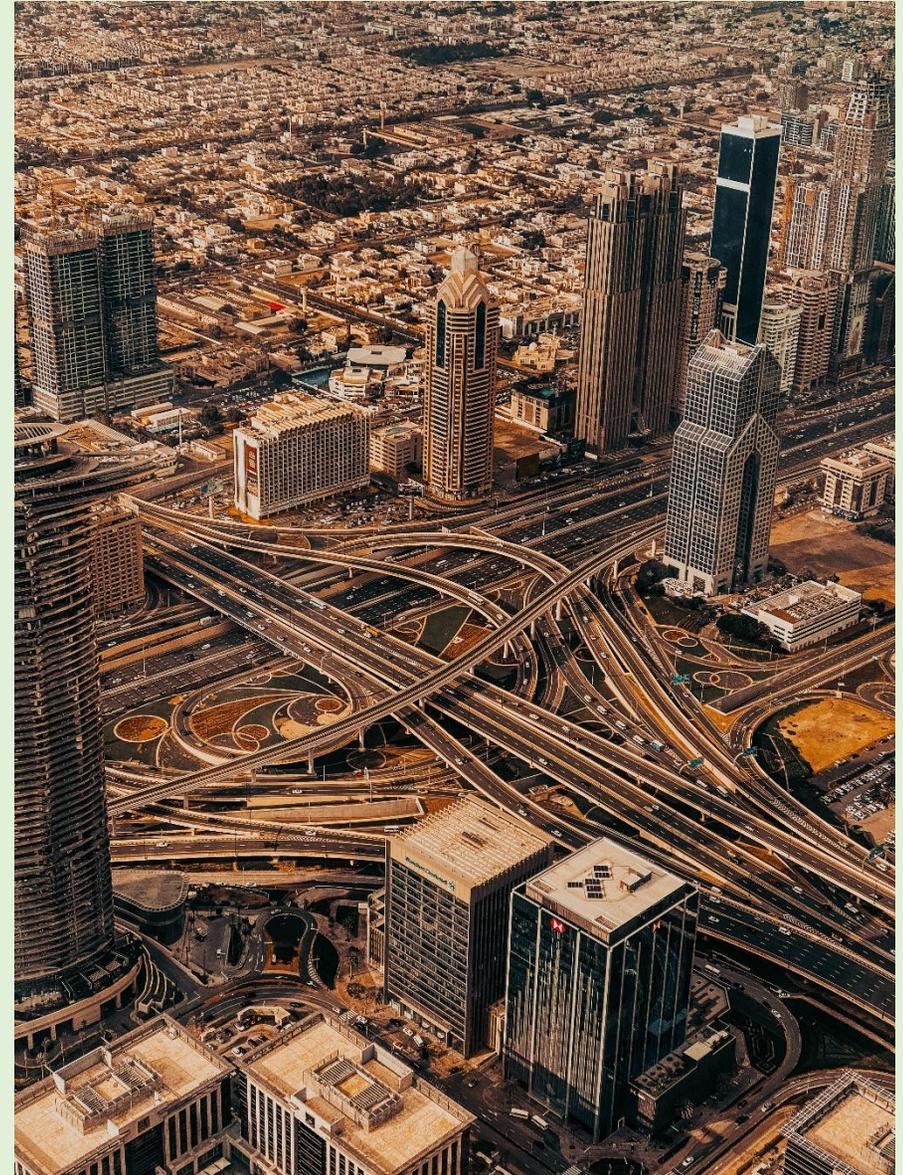
How Will Course be Administered

Who Is the Course Instructor

What Do Former Students Say

What Is the Cost

How about CEUs





WHO ARE WE



International Society for Quality-of-Life Studies

"exploring wellbeing and happiness"

Established, in 1995, the International Society for Quality-of-Life Studies (ISQOLS) is a global organization with a mission to promote and encourage research in the field of quality-of-life (QOL), happiness, and wellbeing studies. ISQOLS mission focuses on creating a paradigm shift within traditional academic disciplines and to transform "Quality-of-Life" studies into an academic discipline in its own right. The ultimate goal is to help with the creation, dissemination, and utilization of knowledge of the science of wellbeing across all walks of life.



MANAGEMENT INSTITUTE FOR QUALITY-OF-LIFE STUDIES

fostering the science and application of well-being research

MIQOLS

Management Institute for Quality-of-Life Studies (MIQOLS) is a non-profit organization made up of mostly professors at various academic institutions and other management consultants whose mission is to facilitate the diffusion and utilization of the science of quality-of-life/wellbeing research in industry and government. The general objective of MIQOLS is to propagate the science of quality-of-life and wellbeing research by assisting organizations (business, government, and other institutions).



WHY GET CERTIFIED

ISQOLS' certification program in Community Indicators Projects is designed to help researchers specializing in community indicators projects obtain additional training and become officially certified in the field. This certificate program is administered by the [International Society for Quality-of-Life Studies \(ISQOLS\)](#), a globally-recognized academic and professional association, with its own publications, journals, conferences, and identity, and the [Management Institute for Quality-of-Life Studies \(MIQOLS\)](#).



WHO THE PROGRAM IS FOR

- Community planners
- Researchers working in nonprofit organizations
- Consultants who want to specialize in community indicators research
- Researchers in local government agencies who wish to receive additional training in developing indicator systems related to a particular domain such as public health, the environment, etc.
- Academic researchers who are interested in developing research and/or teaching expertise in this area





WHAT YOU WILL LEARN

The program is self-paced and administered mostly one-on-one through personal communication with the instructor. Course participants are assigned an online training manual. After reading the manual and interacting with the instructor, the participants are assigned several case studies to analyze. The instructor then certifies the participants upon successful completion of these case analyses.

- ✓ A theoretical foundation to guide the development of community indicators projects
- ✓ Knowledge of how to plan a community indicators project
- ✓ Knowledge of how to collect and validate data, and insight into how to best utilize primary and secondary data
- ✓ Knowledge of how to prepare, promote, and disseminate community indicators report
- ✓ Knowledge of how to stimulate community action and measure the subsequent impact of the community indicators project



TEN MAJOR LEARNING MODULES

This course presents information designed to help community indicator researchers (and those who are stepping into this position) enhance their professional knowledge of the subject matter and become certified as Community Indicator Researchers by ISQOLS (upon successfully passing an exam). The course contains ten modules.

The first module provides an introduction to community indicator research projects. The second module discusses the theoretical foundations of community indicators research. Five theoretical concepts are described guiding the formulation of community indicator projects. The third module provides an example of a community indicators project as an illustration of the entire process without delving too much into details. The fourth and fifth modules describe the planning process: how to identify sponsors, secure funding, develop an organizational structure, select a quality-of-life model, select indicators, and so on. The sixth and seventh modules focus on data collection and data analysis. Two types of data collection are described: secondary and primary data collection. The process of these two data collections is described in some detail. Finally, the eighth, ninth, and tenth modules describe the last stage of the project, namely dissemination, promotion, and follow-up. Specifically, these modules describe how public and research reports are developed and distributed, and how they are promoted.

- I. Introduction**
- II. Theoretical Foundations**
- III. An Example**
- IV. Organizing**
- V. Making Decisions about Indicators**
- VI. Data Collection**
- VII. Data Analysis**
- VIII. Data Reporting**
- IX. Promotion**
- X. Follow-Up**



MODULE

1

Introduction

Topics:

What is a “community”?

What are “community indicators”?

What are good examples of community indicators from well-established community quality-of-life indices?

What are “community indicators projects”?



THEORETICAL FOUNDATIONS

MODULE 2

Topics:

Popular Area Rating Guides

- ❖ How rating guides work
- ❖ Limitations of rating guides

Concept of Personal Utility

Community Conditions:

- ❖ Economic conditions
- ❖ Social conditions
- ❖ Physical conditions

Community Services:

- ❖ Government services
- ❖ Non-profit services
- ❖ Business services

Concept of Opulence

- ❖ Household income
- ❖ Unemployment
- ❖ Type of jobs
- ❖ Quality of jobs
- ❖ Cost of living
- ❖ Poverty
- ❖ Homelessness

Concept of Social Justice

- ❖ Right to meet basic needs
- ❖ Right to safety
- ❖ Right to employment
- ❖ Right to a healthful environment
- ❖ Duty to pay taxes
- ❖ Duty to vote

Concept of Human Need Satisfaction

Lower-order needs

- ❖ Pollution
- ❖ Crime
- ❖ Housing Conditions
- ❖ Etc.

Higher-order needs

- ❖ Work productivity and income
- ❖ Leisure and recreation
- ❖ Arts and culture
- ❖ Etc.

Concept of Sustainability

- ❖ Human wellbeing
- ❖ Environmental wellbeing



AN EXAMPLE

MODULE 3

Topics:

Initiating an Indicators Project

- ❖ Motivations for indicator project

Forming an Indicators Project Committee

- ❖ Representative stakeholders

Developing an Initial Set of Indicators

- ❖ Quality-of-life model
- ❖ Mission statement of the indicators project
- ❖ The leading quality-of-life researcher

Refining the Initial Set of Indicators and Collecting Data

- ❖ Secondary data availability
- ❖ Grouping indicators

Validating Objective Indicators with Subjective Ones

- ❖ Community survey

Translating System Indicators into Program and Policy Indicators

- ❖ Recommendations

Disseminating the Indicators' Findings

- ❖ Press conferences
- ❖ Press releases
- ❖ Posting the report on websites
- ❖ Printing the full and summary reports and distributing those reports to community leaders
- ❖ Making paper copy summary reports available to community residents through Chambers of Commerce, the municipal buildings, and other government and non-profit agencies



ORGANIZING

MODULE 4

Topics:

Holding a Feasibility Meeting

Developing an Organizational Structure

- ❖ Chair
- ❖ Steering committee
- ❖ Task forces

Visioning

Finding an Organization that Will Conduct the Process

- ❖ Project coordinator and support staff
- ❖ Requirements for staff
- ❖ Requirements for organization

Securing Funding

- ❖ Examples of funding sources
 - Local or regional community foundations
 - Locally based private foundations
 - City, county, or state government
 - Chamber of commerce
 - Local media
 - Local large companies
 - Local charities
 - Hospitals, health planning councils, or other health consortia
- ❖ In-kind contributions

Developing a Budget

- ❖ First year of operation
- ❖ Subsequent years
- ❖ Major costs
- ❖ Overhead costs

Sustaining a Budget

- ❖ Public website
- ❖ Advisory group
- ❖ In-person presentations
- ❖ Media
- ❖ Newsletters
- ❖ Print pieces
- ❖ Social media



MAKING DECISIONS ABOUT INDICATORS

MODULE 5

Topics:

Deciding on the Geographic Boundaries and Units Within

- ❖ Individual level
- ❖ Household level
- ❖ Neighborhood level
- ❖ Town or city level
- ❖ County level

Factors to Consider when Deciding on the Geographic Boundaries

- ❖ Availability of secondary data
- ❖ Cost of primary data
- ❖ Meaningful impact

Selecting the Quality-of-Life Dimensions

- ❖ Top-down approach
- ❖ Bottom-up approach

Criteria for Selecting Indicators

- ❖ Construct validity
- ❖ Consistency and reliability
- ❖ Source credibility
- ❖ Geographic comparability
- ❖ Comprehension and excitement
- ❖ Accessibility and affordability
- ❖ Reflective of social issues
- ❖ Leading indicators

Selecting the Quality-of-Life Indicators

- ❖ Top-down approach
- ❖ Bottom-up approach
- ❖ Identifying performance indicators
- ❖ Eliminating indicators lacking data
- ❖ Eliminating indicators that do not meet standard criteria
- ❖ Secondary data
- ❖ Subjective indicators
- ❖ Identifying social issues
- ❖ Complementarity
- ❖ Timeliness
- ❖ Granularity to local geographies
- ❖ Issues of public access
- ❖ Relational approach



DATA COLLECTION

MODULE 6

Topics:

Secondary Data

- ❖ Compiling secondary data
- ❖ Collecting primary data

Dealing with the Time Element of the Data

Manipulating the Data

- ❖ Per capita calculations
- ❖ Constant dollar
- ❖ Weighted averages
- ❖ Composite index

Goals Associated with Survey

- ❖ Complimenting the secondary data
- ❖ Validating the objective indicators with subjective ones
- ❖ Objective plus subjective community wellbeing

Survey Questionnaire

- ❖ What questions should be asked and why
- ❖ Other considerations

Sampling and Data Collection Method

- ❖ Sample size
- ❖ Sampling technique
- ❖ Data collection techniques

Validating the Measures

- ❖ Common methods to validate measures

Weighting the Sample and Data Analysis



DATA ANALYSIS

MODULE 7

Topics:

Data Variables and Measurement Scales

Statistical Analysis

- ❖ Descriptive statistics
 - Frequency
 - Central tendency
 - Dispersion
 - Position
- ❖ Inferential statistics
 - Estimates about populations
 - Hypothesis testing

Developing a Composite Index

- ❖ Simple average method
- ❖ Item-total correlations method
- ❖ Cost-adjustment method
- ❖ Balanced method
- ❖ Weighted-by-experts method

Data Mining

- ❖ Regression analysis
 - Normal regression for prediction
 - Logistic regression for classification
- ❖ Neural networks
- ❖ Decision trees



DATA REPORTING

MODULE

8

Topics:

The Public Report

- ❖ Content
- ❖ Format
 - Readability
 - Visual style

The Research Report

- ❖ Title page
- ❖ Acknowledgement
- ❖ Preface
- ❖ Table of contents
- ❖ Executive summary
- ❖ Purpose
- ❖ Background information
- ❖ Community quality-of-life concepts guiding the selection of dimensions
- ❖ Selection of the indicators
- ❖ Secondary data
- ❖ Primary data
- ❖ Conclusions
- ❖ References
- ❖ Appendices

Translating Outcome Indicators into Action Indicators

- ❖ Outcome indicators
- ❖ Action indicators



PROMOTION

MODULE

9

Topics:

Printing and Distributing the Reports

- ❖ Budget
- ❖ Distribution plan
 - Target audiences

Promoting the Reports

Public Relations

- ❖ Press release
- ❖ Press conference
- ❖ Exclusive interview
- ❖ Publicity
- ❖ Public service announcement (PSA)

E-Marketing

- ❖ E-mail distribution
- ❖ Links
- ❖ Specialty advertising

Other Forms of Promotion

- ❖ Formal event
- ❖ Community forums
- ❖ Specialty advertising

Stimulating Community Action

- ❖ Involving policy makers
 - Environmental advocacy groups (environmental findings)
 - Chamber of commerce (economic and consumer well-being findings)
 - Religious, school, and other civic groups (social well-being findings)
 - Public health and healthcare organizations (health well-being findings)
 - City or town council



FOLLOW-UP

MODULE 10

Topics:

Annual Reviews

- ❖ Review checklists
- ❖ Resource identification and usage
- ❖ Stakeholder representation
- ❖ Subject-matter experts consulted
- ❖ Quality-of-life dimension selection
- ❖ Best practices for data management
- ❖ Reporting
- ❖ Communication tool usage and tracking
- ❖ Community outreach
- ❖ Sustainability

Measuring the Impact of Indicator Reports

- ❖ Awareness
- ❖ Knowledge
- ❖ Attitude
- ❖ Action

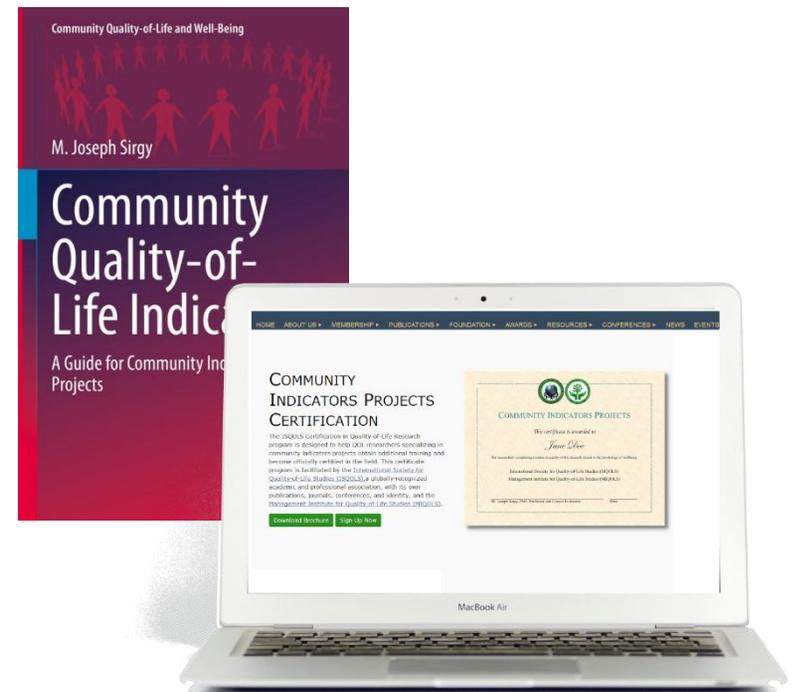


COURSE ADMINISTRATION

The course is asynchronous (i.e., self-paced). After completing the assigned tasks of the 10 learning modules (watching the videos and reading the assigned chapters with supporting lecture slides and communicating privately with the instructor about issues arising from the assigned course material), the course participant alerts the course instructor about their readiness to take the course exam. The exam involves analyzing 2-3 cases. The cases are provided to the participant with specific questions.

Alternative to course certification is **course audit**. The course audit is still self-paced with no exams.

To pass the course and receive an official certification, registered participants must pass the course exam. The exam is graded on the traditional A-F academic scale. A minimum of a total grade of C- is required to pass the course. Participants who do not receive a passing grade can repeat the course.





THE COURSE

INSTRUCTOR

M. JOSEPH SIRGY

A World-Renowned Professor

M. JOSEPH SIRGY is a management psychologist (Ph.D., U/Massachusetts, 1979) and the Virginia Tech Real Estate Professor Emeritus of Marketing at Virginia Polytechnic Institute and State University (USA) and Extraordinary Professor at the WorkWell Research Unit at North West University – Potchefstroom Campus (South Africa). He has published extensively in business ethics and quality of life (QOL). His awards include International Society for Quality-of-Life Studies' (ISQOLS') Distinguished Fellow Award, ISQOLS' Distinguished QOL Researcher, Academy of Marketing Science's (AMS) Distinguished Fellow Award, AMS' Harold Berkman Service Award, Virginia Tech's Pamplin Teaching Excellence Award/Holtzman Outstanding Educator Award and University Certificate of Teaching Excellence, the EuroMed Management Research Award, and the Macromarketing Society's Robert W. Nason Award. Best paper awards include articles published in the Journal of Happiness Studies, the Journal of Travel Research, and Applied Research in Quality of Life. His editorial responsibilities include co-founding editor of Applied Research in Quality of Life, editor of the QOL section in the Journal of Macromarketing, editor-in-chief of the Journal of Macromarketing, editor of ISQOLS'/Springer's book series on International Handbooks in QOL, Community QOL Indicators--Best Cases, Applied Research in QOL--Best Practices, and co-editor of the Springer book series on Human Well-Being and Policy Making.





WHAT FORMER STUDENTS SAY



"The program is designed to enrich researchers to better grasp the **full understanding** of their specializing in community indicators projects. I consider my experience in this program as additional **rich training** in all aspects of the matter. Now, and with complete pride, I say that I **AM OFFICIALLY CERTIFIED IN QOL.**"

– Masood A. Badri

"This program gave me a practical in depth model on how to choose theoretical concepts, how to plan for a quality of life research, the stages involve in planning and validation of data collected."

– Helvecia N. Takwe (B.ED, CPA, MBA)
Project Coordinator at UCP-SARnet in Cameroon;
Coordinator-at WVED Cameroon; and
Entrepreneurship/Business Venture Trainer of
Trainers/Facilitator West, Central and East Africa.

"[T]he certificate was useful and helped me to think more deeply about Quality-of-Life constructs. It was very good and incredibly useful for new scholars."

– Dr. Scott Cloutier
Assistant Professor
Arizona State University

"The experience that I had the possibility to gain is **very important** to me. It **broadened my mind** in the perspective of different theoretical approaches that can be applied in the evaluation of quality of life. What is worth to underline is that the course was **perfectly organized**. I **would recommend** this certificate to everybody who is interested in improvement is the quality of life of all the people around the world."

– Małgorzata Szczepaniak



COURSE TUITION

Certification

- **ISQOLS members** can take the course for certification for **\$700**.
- **Non-ISQOLS members** can take the course for certification for **\$900**.
- Benefits include:
 - Access to the lecture slides
 - Access to the lecture videos
 - Discount from Springer to purchase the textbook that supports the course
 - Direct communication with the instructor by e-mail and/or video conferencing
 - Certification upon demonstrated learning (evaluated through successful completion of several exams)

Audit

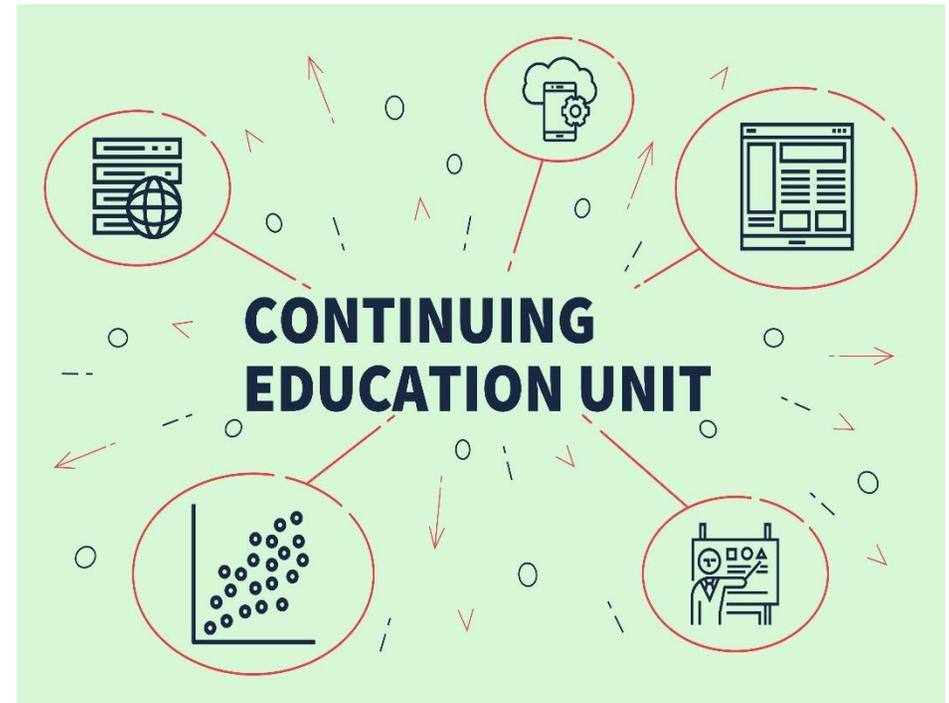
- **ISQOLS members** can audit the course for **\$50**.
- **Non-ISQOLS members** can audit the course for **\$200**.
- Benefits include:
 - Access to the lecture slides
 - Access to the lecture videos
 - Discount from Springer to purchase the textbook that supports the course





CONTINUING EDUCATION UNITS (CEUs)

- ISQOLS can provide educational credit in terms of Continuing Education Units (CEUs) for the Community Indicators Projects Certification Program. **1 CEU is equivalent to 10 contact hours.** The Community Indicators Projects Certification Program involves an estimated 15 contact hours in total. This translates into 1.5 CEUs.
- Those interested in receiving the CEUs should provide enough information to their own educational institution about the ISQOLS certification program, and their own institution would determine if they would accept these CEUs.
- Many occupations require CEUs to stay licensed in their profession (planners, public administrators, social workers, marketing researchers, survey researchers, etc.). Those who wish to use the certification program for CEUs to meet continuing education requirements of their profession should contact their state/country licensing board and submit information about the course.





Are you ready to sign up?

Sign Up Now