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.

9 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
Do You Qualify
Are You Ready
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 (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).
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).

The principal benefits you will obtain from the certification course are:

- 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; and
- knowledge of how to stimulate community action and measure the subsequent impact of the community indicators project.
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
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
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 nine modules.

The first module discusses the theoretical foundations of community indicators research. Five theoretical concepts are described guiding the formulation of community indicator projects. The second module provides an example of a community indicators project as an illustration of the entire process without delving too much into details. The third and fourth 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 fifth and sixth 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 seventh, eighth, and ninth 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.
## Theoretical Foundations

### Topics:

<table>
<thead>
<tr>
<th>Popular Area Rating Guides</th>
<th>Concept of Opulence</th>
<th>Concept of Human Need Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>How rating guides work</td>
<td>Household income</td>
<td>Lower-order needs</td>
</tr>
<tr>
<td>Limitations of rating guides</td>
<td>Unemployment</td>
<td>Pollution</td>
</tr>
<tr>
<td></td>
<td>Type of jobs</td>
<td>Crime</td>
</tr>
<tr>
<td></td>
<td>Quality of jobs</td>
<td>Housing Conditions</td>
</tr>
<tr>
<td></td>
<td>Cost of living</td>
<td>Etc.</td>
</tr>
<tr>
<td></td>
<td>Poverty</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Homelessness</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Conditions:</th>
<th>Right to meet basic needs</th>
<th>Higher-order needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic conditions</td>
<td>Right to safety</td>
<td>Work productivity and income</td>
</tr>
<tr>
<td>Social conditions</td>
<td>Right to employment</td>
<td>Leisure and recreation</td>
</tr>
<tr>
<td>Physical conditions</td>
<td>Right to a healthful environment</td>
<td>Arts and culture</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Services:</th>
<th>Duty to pay taxes</th>
<th>Concept of Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government services</td>
<td>Duty to vote</td>
<td>Human wellbeing</td>
</tr>
<tr>
<td>Non-profit services</td>
<td></td>
<td>Environmental wellbeing</td>
</tr>
<tr>
<td>Business services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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 Sustainability

- Human wellbeing
- Environmental wellbeing
An Example

Topics:

**Initiating an Indicators Project**
- Motivations for indicator project

**Forming an Indicators Project Committee**
- Representative stakeholders

**Refining the Initial Set of Indicators and Collecting Data**
- 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

### Topics:

<table>
<thead>
<tr>
<th>Holding a Feasibility Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing an Organizational Structure</td>
</tr>
<tr>
<td>Visioning</td>
</tr>
<tr>
<td>Finding an Organization that Will Conduct the Process</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Securing Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examples of funding sources</td>
</tr>
<tr>
<td>o Local or regional community foundations</td>
</tr>
<tr>
<td>o Locally based private foundations</td>
</tr>
<tr>
<td>o City, county, or state government</td>
</tr>
<tr>
<td>o Chamber of commerce</td>
</tr>
<tr>
<td>o Local media</td>
</tr>
<tr>
<td>o Local large companies</td>
</tr>
<tr>
<td>o Local charities</td>
</tr>
<tr>
<td>o Hospitals, health planning councils, or other health consortia</td>
</tr>
<tr>
<td>o In-kind contributions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Developing a Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>o First year of operation</td>
</tr>
<tr>
<td>o Subsequent years</td>
</tr>
<tr>
<td>o Major costs</td>
</tr>
<tr>
<td>o Overhead costs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sustaining a Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>o Public website</td>
</tr>
<tr>
<td>o Advisory group</td>
</tr>
<tr>
<td>o In-person presentations</td>
</tr>
<tr>
<td>o Media</td>
</tr>
<tr>
<td>o Newsletters</td>
</tr>
<tr>
<td>o Print pieces</td>
</tr>
<tr>
<td>o Social media</td>
</tr>
</tbody>
</table>
# Making Decisions About Indicators

## Topics:

<table>
<thead>
<tr>
<th>Deciding on the Geographic Boundaries and Units Within</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Individual level</td>
</tr>
<tr>
<td>- Household level</td>
</tr>
<tr>
<td>- Neighborhood level</td>
</tr>
<tr>
<td>- Town or city level</td>
</tr>
<tr>
<td>- County level</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factors to Consider when Deciding on the Geographic Boundaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Availability of secondary data</td>
</tr>
<tr>
<td>- Cost of primary data</td>
</tr>
<tr>
<td>- Meaningful impact</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Selecting the Quality-of-Life Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Top-down approach</td>
</tr>
<tr>
<td>- Bottom-up approach</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria for Selecting Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Construct validity</td>
</tr>
<tr>
<td>- Consistency and reliability</td>
</tr>
<tr>
<td>- Source credibility</td>
</tr>
<tr>
<td>- Geographic comparability</td>
</tr>
<tr>
<td>- Comprehension and excitement</td>
</tr>
<tr>
<td>- Accessibility and affordability</td>
</tr>
<tr>
<td>- Reflective of social issues</td>
</tr>
<tr>
<td>- Leading indicators</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Selecting the Quality-of-Life Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Top-down approach</td>
</tr>
<tr>
<td>- Bottom-up approach</td>
</tr>
<tr>
<td>- Identifying performance indicators</td>
</tr>
<tr>
<td>- Eliminating indicators lacking data</td>
</tr>
<tr>
<td>- Eliminating indicators that do not meet standard criteria</td>
</tr>
<tr>
<td>- Secondary data</td>
</tr>
<tr>
<td>- Subjective indicators</td>
</tr>
<tr>
<td>- Identifying social issues</td>
</tr>
<tr>
<td>- Complementarity</td>
</tr>
<tr>
<td>- Timeliness</td>
</tr>
<tr>
<td>- Granularity to local geographies</td>
</tr>
<tr>
<td>- Issues of public access</td>
</tr>
<tr>
<td>- Relational approach</td>
</tr>
</tbody>
</table>
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**

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
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

**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

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
This course focuses on the process of planning, developing, and implementing community indicators in the context of a town, county, city, rural area, or a metropolitan region.

The course involves learning nine modules. Each of the nine modules are broken down into learning objectives, core concepts, summary, progress check, and answers to progress check.

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 participant is assigned several case studies to analyze. The instructor then certifies the participant upon successful completion of these case analyses.
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-SAHR in Cameroon; Coordinator of WIB 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 CEU. As such, the program provides 1.5 CEU.

- 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