

## HEART & SOUL® COMMUNITY REPORT CARDS

A Heart & Soul Community Report Card can help your Heart & Soul Stewardship Team, with the input and assistance of the entire community, track the community's progress on its Heart & Soul Statements and related action ideas. Different than typical community report cards that may focus on health, education, income, etc., the Heart & Soul Report Card gives your community a place to track what matters most in a combined format. It's also a way to maintain transparency and communication with the community so together the Team and resident can celebrate progress and look collectively at areas for improvement.

The purpose of a Community Report Card is for a community to work toward and track progress on what matters most to everyone. There are several important elements for continuing to work together as a community:

1. Common cause, your Heart & Soul—you have this in hand!
2. A supported community-wide supported agenda and actions—this is your Heart & Soul Action Plan
3. Two-way communication, create a method to capture mutually reinforcing actions toward your town's Heart & Soul—that's this, the Community Report Card
4. Tracking progress—your Community Report Card is based on measurements that fit your community and what it wants to achieve (e.g., education, housing, health)
5. Access to support—giving your community a place to share progress helps give meaning to even the smallest actions. Sharing the Community Report Card also helps maintain transparency which will garner more support from volunteers and possibly even funders.

# Community Heart & Soul

## HEART & SOUL® COMMUNITY REPORT CARDS

**Logo**  
If you chose to use a logo, we suggest using your logo from your community's Heart & Soul Branding.



**201X Goals**

**Goals**  
Update the year and fill in the text box with that year's Community Heart & Soul goals so that viewers will know what the community wants to accomplish.

**Community H&S**  
Add, remove, or re-arrange Community Heart and Soul priorities to reflect your community's H&S.

Community Heart and Soul	Last Year	This Year	Trend	Status
Community Engagement	○	◐	⬆	+
Local Opportunities	◐	○	⬇	●
Family Friendliness	●	●	◇	■
History, Arts and Culture				
Education				
Small Town Feel				
Connection to Nature				
Accessible, Walkable and Bikeable				
Inclusive, Responsible Government				
Sense of Belonging				
Strong Local Economy				
Diversity				

○ Poor    ⬆ Improved    ● Action Needed  
 ◐ Fair    ⬇ Declined    + Keep Watch  
 ● Good    ◇ Unchanged    ■ Doing Well

**Grading System**  
Symbols, colors, and rating system can be changed. The grading is based on standards or criteria that the community sets for itself.



## HEART & SOUL® COMMUNITY REPORT CARDS

*Here is sample text that you can use to explain your Community Report Card to the community.*

{TOWN NAME} Community Heart & Soul began in (year) and since then, our community has done a lot to increase community participation and engagement. Throughout this process, our community identified what matters most by writing our Heart & Soul Statements. We then prioritized a list of action ideas (found in our Action Plan) that correspond with our Heart & Soul Statements. This **Community Report Card** is a tool that tracks our progress, and it shows how our community is doing year-by-year. How well are we doing in the areas we want to focus on? Where can we do better? Are there any observable trends or patterns?

Through our Heart & Soul Statements, the following were identified as what matters most to our community.

{TOWN NAME} Report Card  
 Community Heart and Soul



## 201X Goals

Community Heart and Soul Statements	Last Year	This Year	Trend	Status
Community Engagement				
Local Opportunities				
Family Friendliness				
History, Arts and Culture				
Education				
Small Town Feel				
Connection to Nature				
Accessible, Walkable and Bikeable				
Inclusive, Responsible Government				

	Poor		Improved		Action Needed
	Fair		Declined		Keep Watch
	Good		Unchanged		Doing Well

# Community

## H&S Report Card



{TOWN NAME}

Community Heart and Soul Statements	Past (how were we doing last year?)	Δ	Present (how are we doing this year?)	Δ	Future (where do we want to be?)
Community Engagement	♥ ♥ ♥	↑	♥ ♥ ♥		♥ ♥ ♥
Local Opportunities	♥ ♥ ♥	↓	♥ ♥ ♥		♥ ♥ ♥
Family Friendliness	♥ ♥ ♥	↔	♥ ♥ ♥		♥ ♥ ♥
History, Arts and Culture	♥ ♥ ♥		♥ ♥ ♥		♥ ♥ ♥
Education	♥ ♥ ♥		♥ ♥ ♥		♥ ♥ ♥
Small Town Feel	♥ ♥ ♥		♥ ♥ ♥		♥ ♥ ♥
Connection to Nature	♥ ♥ ♥		♥ ♥ ♥		♥ ♥ ♥
Accessible, Walkable and Bikeable	♥ ♥ ♥		♥ ♥ ♥		♥ ♥ ♥
Inclusive, Responsible Government	♥ ♥ ♥		♥ ♥ ♥		♥ ♥ ♥

{TOWN NAME}

201X Goals

**Rating Key**

Improved ↑  
 Declined ↓  
 Unchanged ↔

Poor ♥ ♥ ♥ ♥  
 Fair ♥ ♥ ♥ ♥  
 Good ♥ ♥ ♥ ♥  
 Great ♥ ♥ ♥ ♥