Building Bonds and Bridges and Leveraging Links: A Place-Based Mobility Strategy Based on Social Capital Creation
Agenda

Definitions: Social Capital, CDOs, and CDCs

The Important Role CDOs & CDCs Play in Advancing Economic Mobility

How CDOs & CDCs Use Social Capital to Do Their Work

What We Learned from Our Research with NC’s CDO’s and CDC’s

Some Important Remaining Questions
What is Social Capital?
Types of Social Capital

Bonding

Bridging

Linking
What are CDOs?

501(c)(3) organizations that work to develop the social, economic and physical dimensions of geographic communities

What distinguishes CDCs?

Focus is on localism
Requires comprehensive programming
Believes in community control
Social Capital in North Carolina

Social Capital Index
Normalized Values

- Community Development Organization Interviewee

-2.9 to -1.5
-1.5 to -0.4
-0.4 to 0.2
0.2 to 1.1
1.16 to 2.9

The higher the number, the darker the color, the greater the social capital.
Income in North Carolina

Median Household Income 2017

Community Development Organization Interviewee

- $31,287–$36,679
- $36,679–$42,534
- $42,534–$48,649
- $48,649–$56,393
- $56,393–$73,577
Providing Pathways to the Middle Class for Residents of Low-Income Communities

Respondent

Messenger

Trust Beacon

Distributor
Social Capital is intertwined in program delivery

Linking capital is vital to financial and political support

Social capital is placed-based

CDOs focus on bridging capital
Remaining Questions for Further Research

- Are CDC’s missing an opportunity to fully leverage bonding capital?
- How sustainable is linking capital that is based on relationships?
- Do rural and urban places need differing CDC social capital approaches?
- Would formalizing and evaluating their social capital strategies lead to better CDC outcomes?
Presenter: Anita Brown-Graham

brgraham@sog.unc.edu
@Anita4nc
@ncIMPACTsog

Co-Authors:
Maureen Berner, Jamie McCall, Jonathan Morgan, Tyler Mulligan, Nathalie Floyd, Christopher Hatton, Alice Mahood