

University Outreach and Engagement cordially invites you to attend:

## Evaluating the Strengths and Weaknesses of Community Social Capital

**Tristan Claridge**

President of the International Social Capital Association

Thursday, April 24, 2025 | 3:30 – 5:00 p.m.

Kellogg Hotel & Conference Center, Room 103AB

**Social capital has been measured in many ways, generally by community indicators such as the number or configuration of social ties, the strength of trust or goodwill, or the degree of empathy toward others. However, social capital is widely acknowledged as complex and contextual.**

**This presentation will discuss a new methodology for evaluating social capital that shares similarities with SWOT analysis in strategic planning. This approach helps to build on strengths (S) and minimize weaknesses (W), as well as identify and seize opportunities (O) and counteract threats (T). A recent evaluation using this methodology of the island community of Guernsey will be presented. Whether you're a researcher, policymaker, or community leader, this session offers valuable insights into how we can evaluate community social capital and identify insights for implementing meaningful change. The techniques and findings are highly relevant to anyone interested in social capital, community and economic development, and social well-being.**

**Bio:** Tristan Claridge is the director of the Institute for Social Capital, a small independent research, consulting, and training organization. His work utilizes the concept of social capital in various applications, including economic development, community development, organizational and project performance, poverty alleviation, and others. Over the last 20 years, he has worked to improve theories of social capital and assist others in their use of the concept in research, practice, and policy. He draws on lessons from economics, sociology, political science, psychology, urban planning, and other disciplines. Driven by his belief in the power of discourse and collaboration, Tristan continues to work towards advancing social capital theory and practice globally. He is the current president of the International Social Capital Association and chair of the Social Capital Paradigm Interest Group.



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