



first impressions
SASKATCHEWAN



Community Exchange Program

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Constructive feedback.

The First Impressions community exchange program provides a structured opportunity to receive constructive feedback on what is working well within communities as well as identify what could be done differently or improved upon.

A validated approach.

First Impressions Saskatchewan uses proven concepts and tools that have been utilized successfully by communities in Canada and around the world. The program provides municipalities with a fresh perspective on the appearance, services and infrastructure of the community.

Actionable insights.

The knowledge gained through a community exchange can be the basis for positive and effective community action.





How does it work?

Volunteers from two somewhat similar communities agree to do unannounced exchange visits and then report on their findings. Participants become “secret shoppers” for the day to discover what they can about their sister city. They follow procedures and reporting guidelines outlined in a fully developed “Exchange Team Members Guide Booklet”, which is copied for each participant. The guide helps ensure that the evaluations are thorough and somewhat uniform and minimize the training of volunteers.

Once volunteer teams have conducted their visits and assessments, the communities meet to share reports and exchange feedback that highlights the strengths of the other community and identifies areas that could benefit from community attention.

Is your community ready?

Be sure to consider the following questions to determine whether this program is a fit for your community at this point in time.

- Is your community ready to hear an objective assessment of its strengths and areas for improvement?
- Will First Impressions enhance or complement existing or planned initiatives?
- Will community and organization leaders commit to helping implement the exchange?
- Can you recruit a team of volunteers representing a variety of perspectives to spend a day conducting a community visit and to prepare a report?
- Are local leaders, residents and business owners ready to hear and act on constructive feedback?



SEDA offers three levels of support.

Level 1

FREE service available to all SEDA members.

We will support this program by providing electronic copies of a Coordinators Guide, Visiting Team Member Guide and presentation templates to assist you in working with your community and volunteers.

We will also assist in identifying matching communities when required

Level 2

Fee for service (hourly or project based).

SEDA will assist with any or all of the following program components:

- broker a terms of reference between the two exchange communities;
- coordinate the visitation process;
- provide all project materials;
- facilitate the final report meetings;
- support action planning based on the final reports.

Level 3

Flat fee plus travel expenses.

A SEDA Team conducts visit to the community. A minimum of two staff or volunteers will visit your community and conduct a First Impressions visitation followed by a written report and presentation.

For more information visit contact the SEDA office at 306-242-2752 or seda@seda.ca