

# DEVELOPING AN OPERATIONAL PLACEMENT MODEL OF INSTITUTIONS

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*Throughout history, institutions have been an integral component of societal development. These included governmental, political, fraternal, and religious bodies. The question that inspired our research is how to model institutional influence over time. Social change develops through the interaction of institutional bodies. Some institutional bodies experience significant gains in power and influence, while the influential powers of others diminish over time. Is it purely a matter of institutional strategy? Does the existing social environment influence some messages to speak to the people in ways that elicit greater response or is it a matter of simply being in the right place at the right time? In order to address these questions, we developed an Institution/Place Co-Action Emergence Map to examine the differing motives, intents, purposes, and goals of institutions. This map integrates components of place-building theory, systems theory, and game theory.*