

COMMUNITY ENGAGEMENT

Upsizing Impact by Empowering People

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WHAT WE'LL COVER IN THIS SESSION

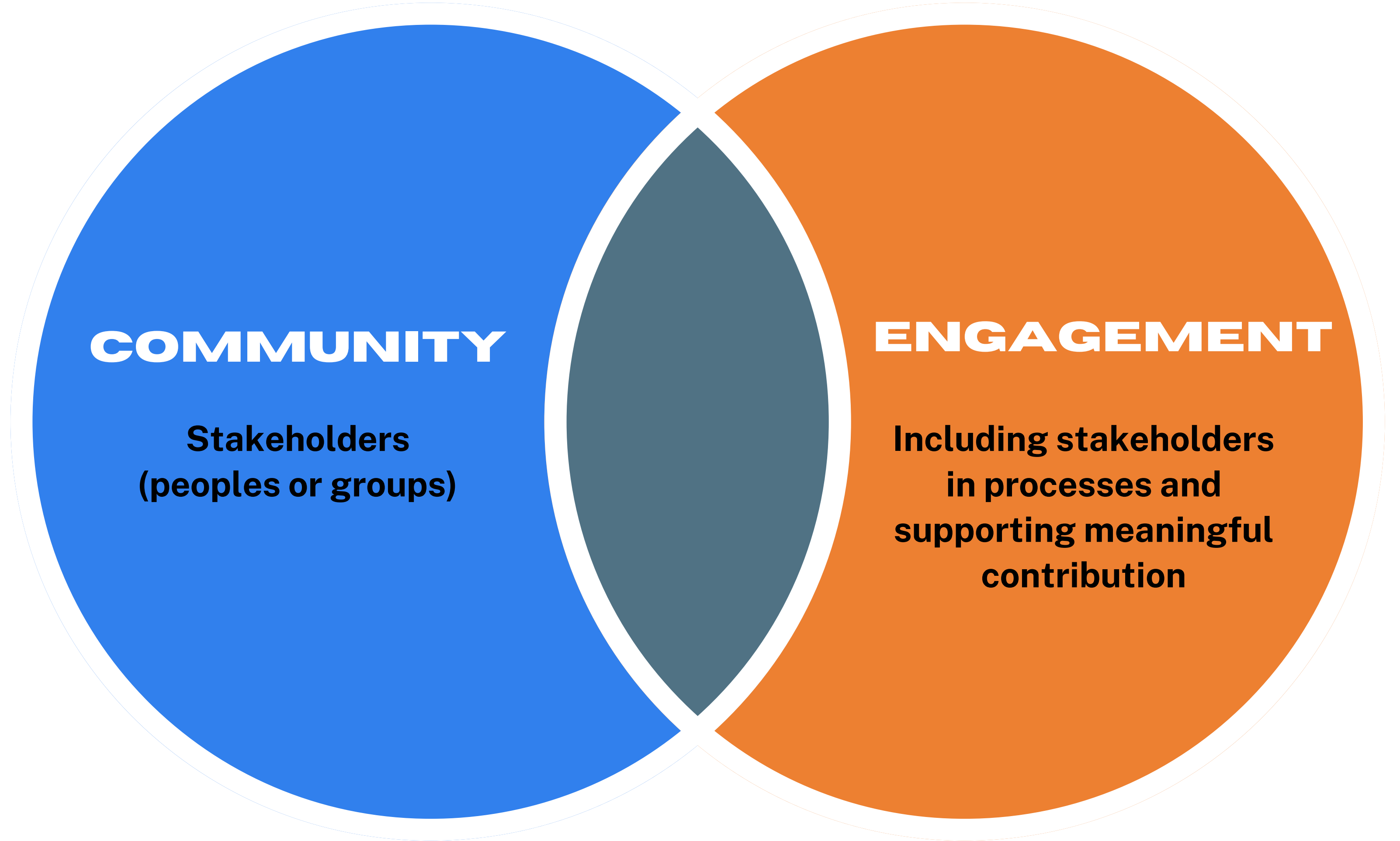
What and why
of Community
Engagement

Engagement
Continuum and
Stakeholder
development

Authentic vs.
Inauthentic
Engagement

Community
Engagement
Examples

Questions?



COMMUNITY

**Stakeholders
(peoples or groups)**

ENGAGEMENT

**Including stakeholders
in processes and
supporting meaningful
contribution**

ENGAGEMENT CONTINUUM

INFORM	CONSULT	INVOLVE	COLLABORATE	SHARED LEADERSHIP
<ul style="list-style-type: none"> • Some community involvement • Communication flows from one to the other • Provides community with information • Entities coexist <p>Outcomes: Optimally, establishes communication channels and channels for ourreach</p>	<ul style="list-style-type: none"> • More community involvement • Communication flows to the community, and then back, answer seeking • entities share information <p>Outcomes: Develops connections</p>	<ul style="list-style-type: none"> • Better Community Involvement • Communication flows both ways, participatory form of communication • Involves more participation with community on issues • Entities cooperate with each other <p>Outcomes: Visibility of partnership established with increased cooperation</p>	<ul style="list-style-type: none"> • Community Involvement • Communication is bi-directional • Forms partnerships with community on each aspect of project from development to solution <p>Outcomes: Partnership building, trust building</p>	<ul style="list-style-type: none"> • Strong Bidirectional Relationship • Final decision making is at community level • Entities have formed strong partnership structures <p>Outcomes: Broader outcomes affecting broader community. Strong bidirectional trust built.</p>

ANOTHER LENS...

01.

Length of Engagement

How long will communities be involved in the engagement?

02.

Breadth of Engagement

How broadly will the community or communities be engaged?

03.

Depth of Engagement

Will communities be engaged only in a shallow way — occasional consultation, for example — or in more profound ways, such as partnership?

STAKEHOLDER DEVELOPMENT

1.

Know the community, its constituents, and its capabilities

2.

Establish positions and strategies that guide interactions with constituents

3.

Build and sustain formal and informal networks to maintain relationships, communicate messages and leverage resources

4.

Mobilize communities and constituents for decision-making and social action

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**INAUTHENTIC
ENGAGEMENT IS ABOUT
REMAINING IN CONTROL
IT'S ABOUT TOKENISTIC
GESTURES.**

”

AUTHENTIC

VS.

**INAUTHENTIC
ENGAGEMENT**

APPLICATIONS

01.

Alumni Reunion

02.

City of Guelph

03.

Wicked Problems

**BOLDNESS IS
ESSENTIAL**



QUESTIONS?

**Send me a message at
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if you have questions.**