

# Community Engagement

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What community do you represent?

A. Rural Native Community

B. Urban Native Community

# What is Community Engagement?

- The process by which the community benefits organizations and individuals build ongoing permanent relationships for the purpose of applying a collective vision for the benefit of the community.
- Community engagement is part of the community planning process
- For the purpose of this presentation, the word “community” is defined as a group of people living in the same physical area, city, reservation, pueblo...etc.

# What is Community Engagement?

Community engagement is an important key to community planning as it allows a voice for the people in the target area as to what the future of their community will evolve into

# Community Planning



Community planning is part of  
the “Knowing Phase”

# How do I Plan and Designing Community Engagement?

- Community engagement works best where it is an ongoing cumulative process, building a relationship that will strengthen over time.



# What to think about when planning and designing community engagement

- What level of participation is hoped to be achieved.
- How to identify the stakeholders
- Communications
- Stage of the Engagement process
- Resources
- Timely feedback and next steps
- Tools to help choose a method
- Methods



# Poll

- What do you think is the biggest challenge in community engagement?
  - A. Time Consuming
  - B. Potential Conflict
  - C. Directional Shift
  - D. High Expectations

# Answer

Depending on the community, all can provide a potential barrier to your plans for community engagement

## Time Consuming

- Coordinating the means for community engagement and involving more voices in the process can delay progress to the intended goal. Program development and implementation may move more slowly than originally planned

## Potential Conflict

- With more people and diverse opinions, controversy and opposition are possible. The engagement process should to be designed to address conflict and preserve focus

## Directional Shift

- Community participation can be “messy” Efforts may not be as focused as hoped, especially as the initial groundwork is being laid for collaboration. Officials must be willing to compromise on their ideas and plans to comply with public opinion for a real and meaningful partnership to exist

## High Expectations

- The process of community engagement raises expectations of citizens and puts pressure on city officials to deliver. It is important to set realistic, measurable goals up front. When planning, all participants should be practical about timeframes, resources and achievable outcomes

How do I begin?

# Step 1

- Define your purpose and scope of the engagement process
  - This will identify engagement objectives, anticipated outcomes and help to determine the scope and depth of the engagement.

# Step 2

- Identify stakeholders
  - What is a stakeholder?
    - who may be affected by or have an effect on an effort. They may also include people who have a strong interest in the effort for academic, philosophical, or political reasons, even though they and their families, friends, and associates are not directly affected by it

# Types of Stakeholders

- Primary stakeholders are the people or groups that stand to be directly affected, either positively or negatively, by an effort or the actions of an agency, institution, or organization. In some cases, there are primary stakeholders on both sides of the equation: a regulation that benefits one group may have a negative effect on another. A rent control policy, for example, benefits tenants, but may hurt landlords.



# Types of Stakeholders

- Secondary stakeholders are people or groups that are indirectly affected, either positively or negatively, by an effort or the actions of an agency, institution, or organization. A program to reduce domestic violence, for instance, could have a positive effect on emergency room personnel by reducing the number of cases they see. It might require more training for police to help them handle domestic violence calls in a different way. Both of these groups would be secondary stakeholders.

# Types of Stakeholders

- Key stakeholders, who might belong to either or neither of the first two groups, are those who can have a positive or negative effect on an effort, or who are important within or to an organization, agency, or institution engaged in an effort. The director of an organization might be an obvious key stakeholder, but so might the line staff – those who work directly with participants – who carry out the work of the effort. If they don't believe in what they're doing or don't do it well, it might as well not have begun. Other examples of key stakeholders might be funders, elected or appointed government officials, heads of businesses, or clergy and other community figures who wield a significant amount of influence.

# Step 3

- What time and resources are available?
  - Community engagement will require additional time from more than one of the following
    - Input by staff, volunteers and other interested stakeholders
    - Background information
    - Independent facilitation
    - Communication and promotion
    - Printing

# Step 4

- Based on time and resources analysis, determine your limitations and barriers
  - Time constraints
  - Finances
  - Staff capacity
  - Volunteers

What are the biggest challenges in  
your community?

A. Engaging community  
participation

B. Lack of staff capacity

C. Lack of funds to conduct  
community engagement  
activities

# Step 5

- Participants in the engagement process should be informed of the progress of the project.
- Develop a timeline as to when communication to volunteers, staff, stakeholders and the community will be updated
- This will encourage continued involvement in the process

# Step 6

Selection of community  
engagement methods

# Tools and Resources

- There are many online resources, forms, templates etc. available for free.
- Listed in this presentation are a select few



# Tools and Resources

- VOiCE (Visioning Outcomes in Community Engagement)
  - An innovative IT based tool which will support you in the analysis, planning, implementation and evaluation of community engagement activity

# Tools to choosing engagement methods

- There is no one fit all approach to identifying an effective engagement method.
- To be most effective it will be necessary to combine a range of methods

# Online Method Selection Tool

- Dialogue by Design is an online tool to help select the right method for your activity
- The tool guides you through 3 key steps
  - Objectives
  - Target Audience
  - Sensitivity

[Dialoguebydesign.net](http://Dialoguebydesign.net)

# Online Method Selection Tool

- Process Planner is a tool developed by People and Participation which takes you through 6 stages
    - Scope
    - Purpose
    - Participants
    - Context
    - Follow Up
    - Results
- [Peopleandparticipation.net](http://Peopleandparticipation.net)

# Methods and Techniques

- When selecting a method and technique, consider the strengths and weaknesses of each method and keep in mind your target audience.

# Art & Creativity

- Art & Creativity

- This can be a good way to encourage participation and generating interest and ideas
- Appropriate where you want to involve local people in expressing their views and generating ideas in a participative approach.

Photography: Disposable cameras can be given to people to capture their likes and dislikes in an area

TV game shows: Adapt popular TV game or Quiz shows to generate interest and ideas, test local knowledge and/or understanding of project plans and processes

# Strengths

- Suitable for all ages groups
- Interactive and engaging
- Enables participants to express their creativity
- Can help develop a common vision
- Can be exhibited to generate further discussion

# Weaknesses

- Participants confidence in their creative skills
- Often a large space is required to exhibit or display results
- It may be difficult to interpret participants ideas



# Community Mapping

- This method engages people of all levels of capability. A broad spectrum of aspects can be mapped including land use, community assets, facilities, and transport options.
- Maps or photos of an area are used to illustrate how people view their area: what they like or dislike or improvements they would like to see.
- Ideas from small group discussions are captured on post its or index cards.
- Facilitated discussions will help explore issues, build consensus and/or identify areas of conflict

# Strengths

- Stimulates discussion
- Builds a sense of community ownership
- Can help people see and understand their community in different ways

# Weaknesses

- Can generate ideas which are not possible to implement
- It may be difficult to interpret participants ideas
- Participants need to be familiar with the local area

# Planning for Real

- A model is constructed for the area selected.
- It is useful in building a sense of community ownership and enables participants to identify issues and prioritize actions



# Strengths

- Adds variety to consultation and can engage people who might not otherwise get involved
- It is accessible to people of all abilities and ages
- Can build a sense of community ownership of the process
- Can help people see and understand their community in different ways

# Weaknesses

- Can generate ideas which are not possible to implement
- Preparing for the event can be time consuming

# Public Meetings

- This provides an opportunity to consult large numbers of people. Meetings can be organized to conduct small group discussions
- Small groups are essential parts of public meeting to engage people effectively



# Strengths

- Provides an opportunity to explain processes, give information and gather feedback
- Demonstrates openness and transparency
- Can attract publicity or be used to launch an event
- Enables participants to develop networks



# Weaknesses

- Not everyone has the time to attend
- Attendance is often low unless people feel personally or deeply concerned
- Some people are likely to be inhibited from speaking in a large group
- If confrontational it may lead to poor media publicity

# Workshops and Focus Groups

- Workshops provide flexibility in designing format; this can be information exchange, discussion on strengths and weaknesses of a project, obtain ideas on innovative thinking
- Focus groups are designed to specifically concentrate on a single issue

# Strengths

- Encourages active discussion in a welcoming environment
- Time and resource efficient way of identifying and clarifying key issues
- Conflict can be more easily handled in a small group
- Can be designed for a specific purpose
- Can be directly targeted at excluded or hard to reach groups for example young people or ethnic minorities

# Weaknesses

- With small groups, it is difficult to be sure all stakeholders or interests are represented
- Workshops can be dominated by articulate and confident individuals if not carefully facilitate
- Requires experienced facilitators

# Forums

- This is a regular meeting of people who represent a group or organization. Those involved are usually members of political, professional, economic or social groups from the area



# Strengths

- Regular events help maintain momentum, commitment and enthusiasm and encourages wider participation as the activities of the forum develop
- Can be an effective way of involving excluded or hard to reach groups by creating an arena directed towards the concerns of specific groups
- Can address specific local concerns

# Weaknesses

- Often comprise representatives from existing groups rather than individuals from the community
- May become talking shops rather than action oriented
- Potential for them to become rule bound and bureaucratic
- Potential for confusion or conflict over the respective roles and responsibilities of local representatives

# Web based engagement

- This can be an effective method as it allows people to choose where, when and for how long they want to participate
- This can include online discussion forums & blogs, Facebook, online surveys, social networking, ratings and voting



# Strengths

- People can choose a convenient time and place to participate
- Particularly useful for those who may be homebound
- Can create debate and exchange of views
- Cost effective
- Can reach large numbers of people, as it is less time consuming than attending a workshop or public meeting

# Weaknesses

- Some techniques may require a moderator to manage comments, this can be expensive and time consuming
- Excludes those without access to the internet.  
Needs to be publicized to generate interest

# Roundtable/Consensus Building

- The basic premise of this method is that all participants, from business interests to the local community are equal. They operate by consensus and are generally no more than 24 participants



# Strengths

- People are brought together as equals
- Encourages open discussion and helps break down barriers
- Confronts issues rather than people
- May produce innovative solutions, Aims to create “win win” situations, rather than win-win scenarios

# Weaknesses

- The composition will limit wider participation
- Requires considerable preparation
- Requires highly-skilled facilitators
- Dominance by powerful elites or social groups

# Street Stalls /Flea Markets

- Outdoor displays to capture the view and comments of large numbers of people. Maps and plans for project can be displayed and people are asked to comment. This can generate an interest in people who have not yet been involved

# Community Surveys

- Questionnaires to identify the needs and views of a large number of people in a standard format
- Short, concise surveys work best and be sent via email, text, mail or in person.

# Strengths

- Can gain the views of a large number of people
- Useful for obtaining quantitative data
- In principle data can be compared over time with results from elsewhere
- Useful for identifying and evidencing need



# Weaknesses

- Need to be well designed and coded to get usable answers
- Large questionnaire surveys are time consuming and labor intensive
- Information may be limited
- Does not offer a sense of community engagement or provide an opportunity for people to exchange views
- Typical response rates are between 10%-20%

# Methods and Techniques

- Remember, most often, you will use more than one technique to collect input and data

# Communications and Media

Creatively use media.

Don't rely just on bulletin boards, flyers and newsletters for recruitment and dissemination – be creative! Learn how to work with media outlets such as radio, TV and the Internet. Remember that not all community partners have affordable and easy access to the internet. Think about high and low tech ways to communicate. Also, partner with artists, musicians and storytellers in the community who might have effective non-traditional ways of communicating. I.e. Pow-wows, chapter meetings, flea markets, church gatherings, school events..

# Step 7

- Evaluating the community engagement process is both an ongoing basis and post completion. This will provide valuable feedback on the best methods for engaging groups in certain areas, or the the most appropriate times and venues.
- A simple evaluation form and/or verbal evaluation with a note taker can be performed.

# Analysis

- After completion of each of the techniques and/or method, data had been collected and now must be analyzed.
- The information that is gathered is categorized as Qualitative and Quantitative

**Quantitative data** refer to the information that is collected as, or can be translated into, numbers, which can then be displayed and analyzed mathematically.

**Qualitative data** are collected as descriptions, anecdotes, opinions, quotes, interpretations, etc., and are generally either not able to be reduced to numbers, or are considered more valuable or informative if left as narratives. As you might expect, quantitative and qualitative information needs to be analyzed differently.

# How can I use this data for grant proposals?

- Once you've organized your results and run them through whatever statistical or other analysis you've planned for, it's time to figure out what they mean for your evaluation. Probably the most common question that evaluation research is directed toward is whether the program being evaluated works or makes a difference.

There are a number of possible answers to this question:

- Your program had exactly the effects on the dependent variable(s) you expected and hoped it would.
- Your program had no effect. Your program produced no significant results on the dependent variable, whether alone or compared to other groups. This would mean no change as a result of your program or intervention.
- Your program had a negative effect.
- Your program had the effects you hoped for and other effects as well.
  - These effects might be positive, neutral, negative or mixed.
- If your analysis gives you a clear indication that what you're doing is accomplishing your purposes, interpretation is relatively simple: You should keep doing it, while trying out ways to make it even more effective, or while aiming at other related issues as well.

# Outputs vs Outcomes

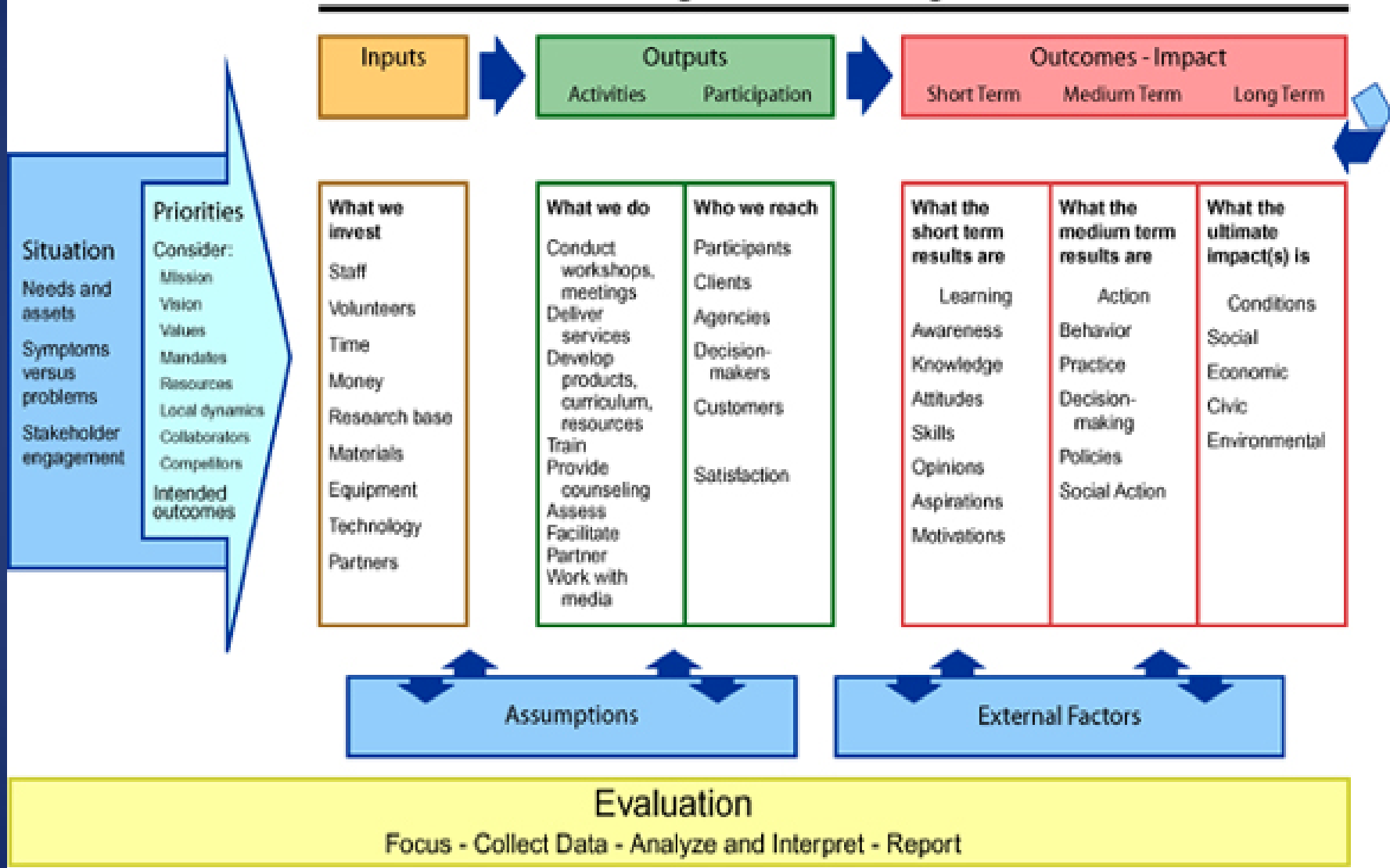
- Outputs are activities, events, services, and products that reach people
- Outcomes are changes in knowledge, actions, or conditions



# Outputs vs Outcomes

- Both can be used when requesting funds for a project and after a project for continued funding

# Program Action - Logic Model



# Data Analysis

- Can be used to emphasize the need for a program or service in a grant proposal.
- Can be used as a benchmark for future reports on grants received.
- Can be used to track trends of the community impact of services or programs being proposed, improved or eliminated
- Can be used in storytelling impact presentations

# Community Engagement

There are many benefits to community engagement

- New Ideas and numerous solutions.
- Customized Solutions
- Behavioral Change
- Funding Opportunities
- Conflict Prevention
- Positive Environment
- Access to Information
- Relationship-building

Thank you!

QUESTIONS?

