



ENGAGING YOUR COMMUNITY

creating dialogue and strengthening connections



Erika Monroe-Kane

- ▣ 15 years experience in non-profits and public organizations
- ▣ Have had some bad days
- ▣ Results – stronger community relationships, better media coverage, well positioned for fund raising

Share the Love



What does your community value about your school district?



What is community engagement?

Working collaboratively to discover, understand, and address community needs and aspirations.

– *National Center for Media Engagement*

Engagement gets people talking, learning from each other and working together on solutions.

– *Public Agenda for Citizens*

Engagement is shifting who you see and include in your work and how you engage with them to create change.

– *Harwood Institute for Public Innovation*

People working collaboratively, through inspired action and learning, to create and realize bold visions for their common future.

– *Tamarack*

Community Engagement Benefits

- ▣ Greater community understanding
- ▣ Improved community value
- ▣ Stronger fund raising position
- ▣ Invigorated partners
- ▣ Better results



Who is your community?

Nonprofit Leaders

Law Enforcement

Community Colleges & Universities

Taxpayers

Parents of Students

Parents of Adult Children

Parents of Babies

New Residents

School Graduates

School Maintenance Staff

Business Leaders

Elected Officials

Fraternities and Sororities

Teachers

Voters

Seniors

Young, Single Professionals

Clergy

The man who lives across the street.

Manufactures

Museums

Arts Organizations

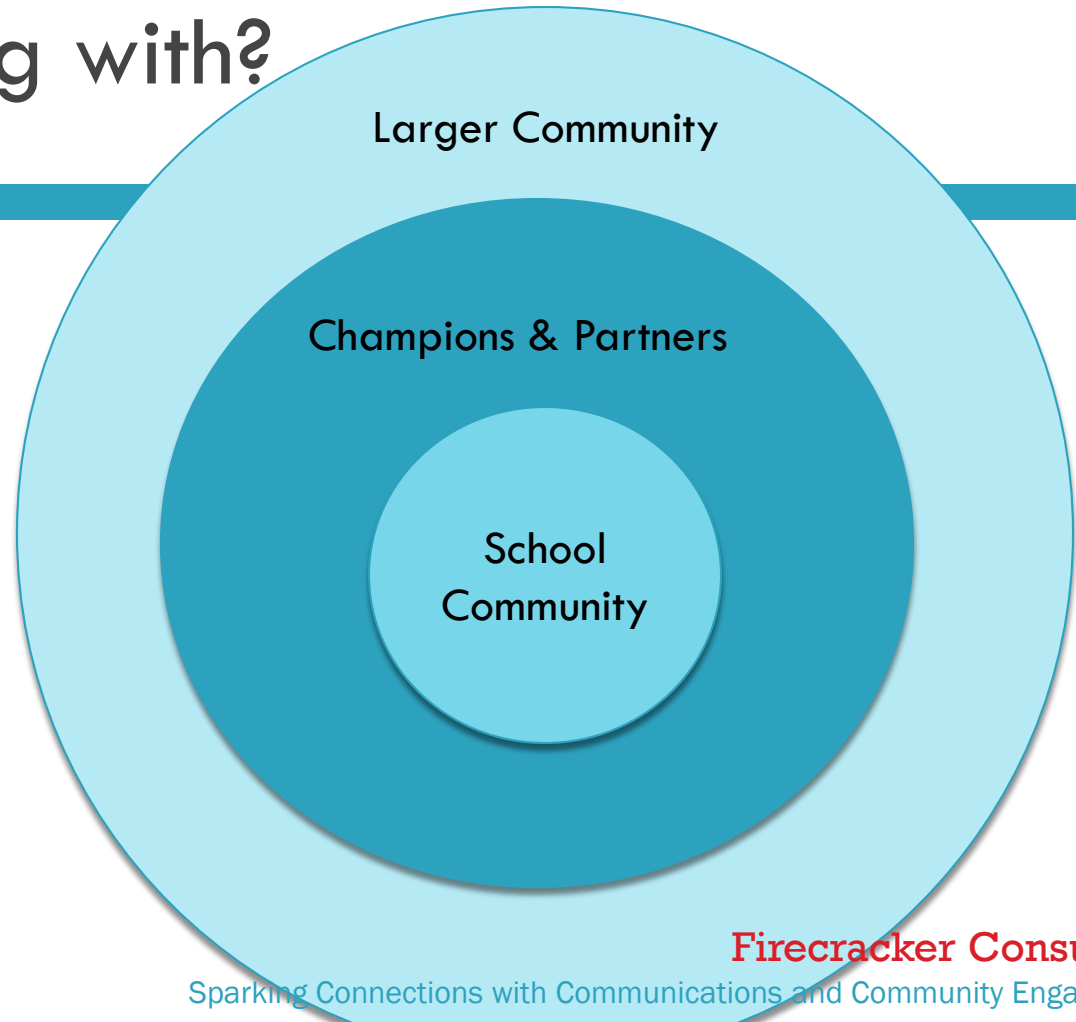
Firecracker Consulting

Sparking Connections with Communications and Community Engagement



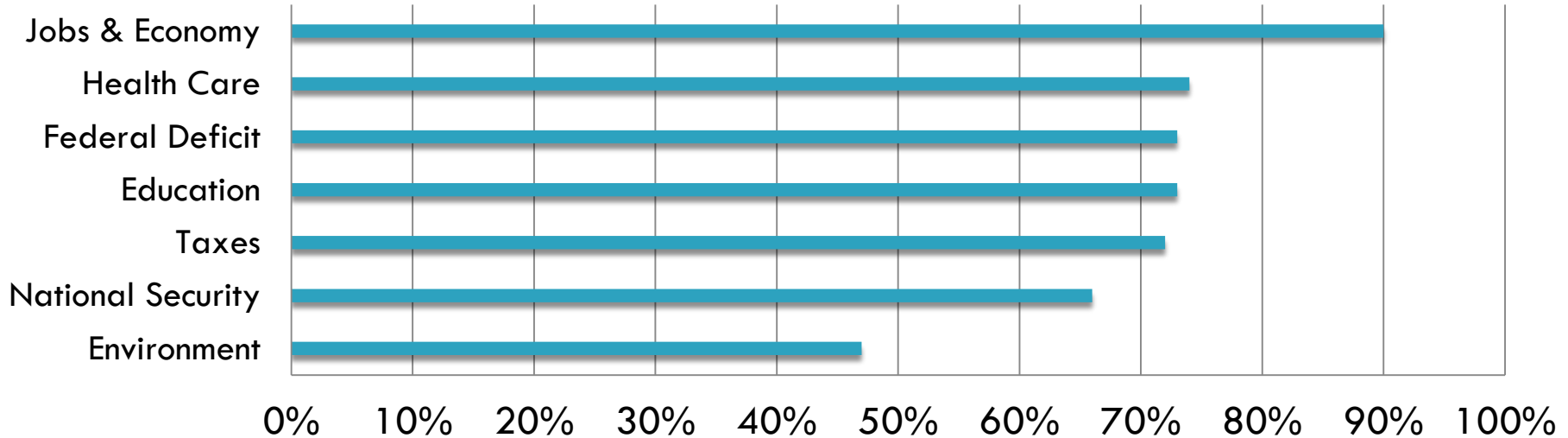
Are you talking with?

Circles of Influence



What is important to the community now?

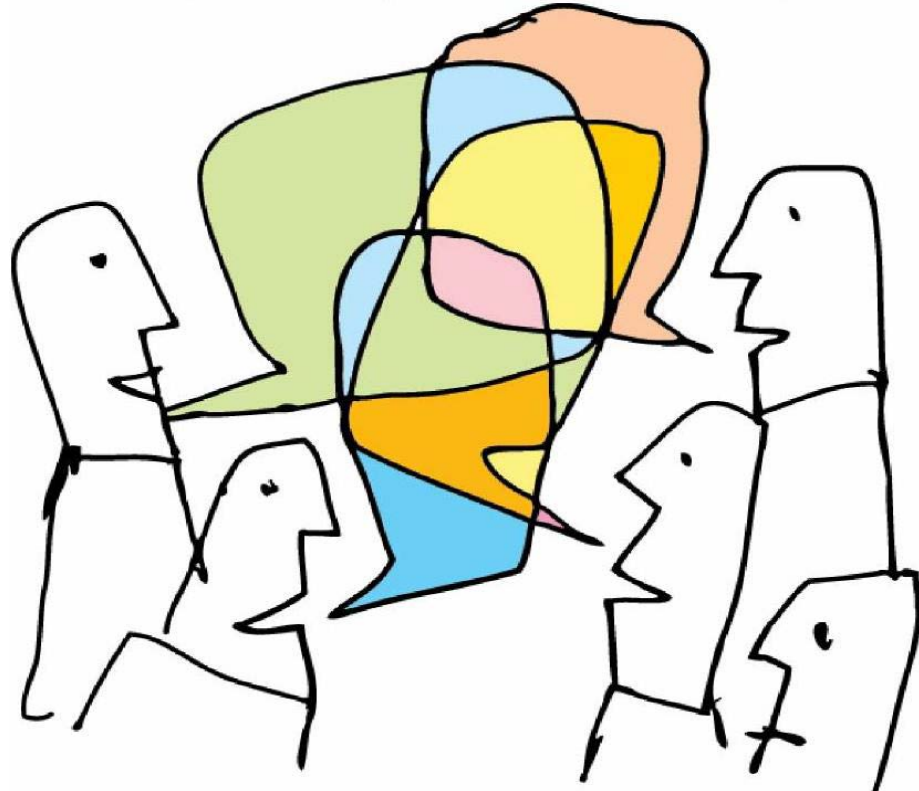
Issues Ranked High for Policy Agenda
Global Strategy Group public opinion survey August 14-16, 2012





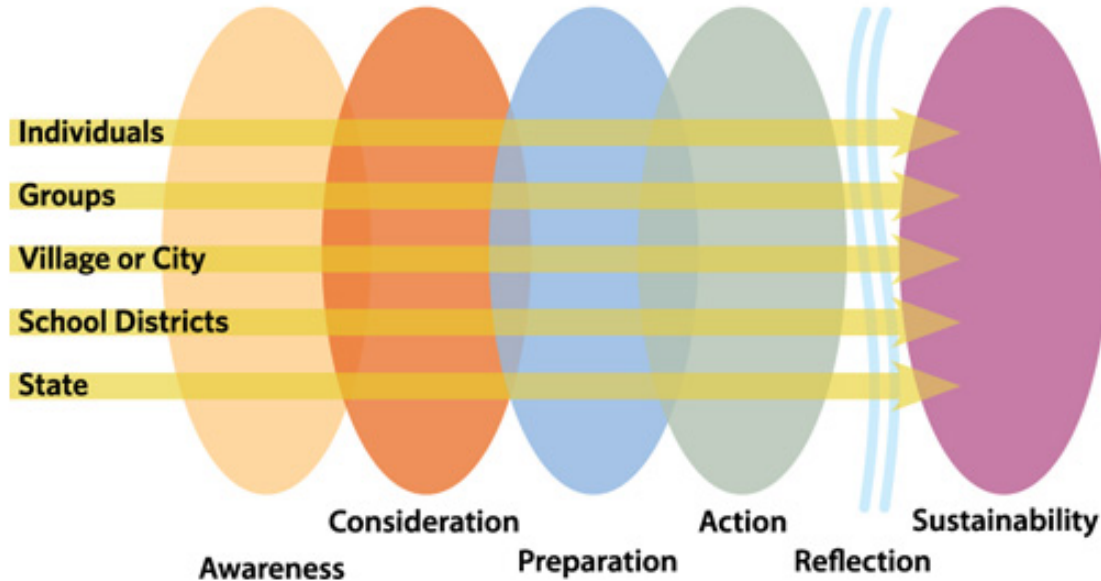
What does your community think?

What ways are you hearing from the community and creating two-way dialogue?



Alaska ICE

The Community Engagement Model

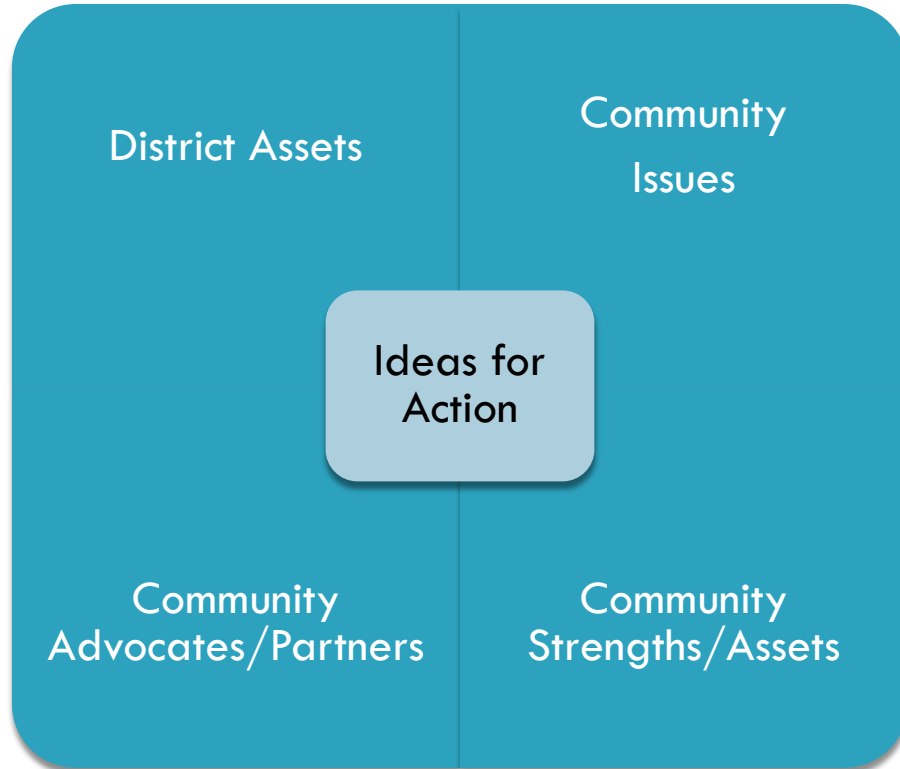


- Families
- Schools
- Faith communities
- Early childhood educators
- Youth
- Tribal organizations
- Civic organizations
- Youth-serving organizations
- Businesses
- Health and social services providers
- Artists and arts organizations
- Individual community members



~~How does this impact the schools?~~

How can you work toward a solution?



1. Write down 3 – 5 key items for each of the four boxes.
– 4 mins.

1. Share in small group-15 mins.
- Anything in common?
 - What is most uncomfortable/biggest barriers?
 - What could you gain?

Community Engagement Resources

- ❑ **Public Agenda for Citizens**
www.publicagenda.com/citizen
- ❑ **National Center for Media Engagement**
mediaengage.org
- ❑ **Harwood Institute for Public Innovation**
theharwoodinstitute.org
- ❑ **Tamarack**
tamarackcommunity.ca

Thank you!

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