



ILLINOIS ACTION FOR CHILDREN'S

WEEK OF WEBINARS

CREATING CULTURE FOR ENGAGEMENT

1

Series Sponsors



Illinois
State Board
of Education

2

Gratitude & Acknowledgement

We begin this workshop by acknowledging that we are meeting on Indigenous land. As settlers, we are grateful for the opportunity to meet and we thank all the generations of Indigenous peoples who have taken care of this land.

As settlers, this recognition of the contributions and historic importance of Indigenous peoples must be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.



3



In the Tamarack **Learning Centre** we support our learners in the **five interconnected practices** that we believe lead to impactful **community change**.



CITIES
REDUCING POVERTY | CITIES
DEEPENING COMMUNITY
Vibrant Communities

In **Vibrant Communities** we support **cities and local leaders** to implement large-scale change initiatives to **reduce poverty** and **deepen community**.

4

Week of Webinar Series



5

Today's Agenda

- **Introductions** | 1:00 – 1:05
- **Presentation** | 1:05 – 1:40
- **Q&A** | 1:40 – 1:55
- **Announcements** | 1:55 – 2:00

6

WE ASKED:
What's holding you and your
organization back from engaging
the way you want?



7

Fear.

- Of reaching out to the public
- Of being verbally attacked
- Of being the front-person
- Of creating awareness to a problem
- Of the community wanting something you can't deliver
- Of disappointing people
- Of not being able to follow through



8



UN research confirms that an ongoing relative level of comfort is important to maintain overall wellbeing and general good health. The optimum balance between each part needs to be roughly the % levels this map suggests.



Safety & Comfort Continuum – Inspiring Communities

9

SCENARIO:

Pretending to engage

STRATEGY 1: AGREE ON THE ROLE OF THE COMMUNITY

STRATEGY 2: FIGURE OUT WHAT'S STILL ON THE TABLE

STRATEGY 3: EXPLORE YOUR ORGANIZATION'S MINDSET



10

STRATEGY 1: AGREE ON THE ROLE OF THE COMMUNITY

What is the role of the community?



11

STRATEGY 1: AGREE ON THE ROLE OF THE COMMUNITY

What's your relationship with the community for this work?

DOING TO
THE COMMUNITY
(without their input)

DOING FOR
THE COMMUNITY
(with consultation)

DOING WITH
THE COMMUNITY
(with their involvement)

DONE BY
THE COMMUNITY
(with their leadership)

12

STRATEGY 1: AGREE ON THE ROLE OF THE COMMUNITY

What's your relationship with the community for this work?



Adapted from Cormac Russell | www.nurtureddevelopment.org



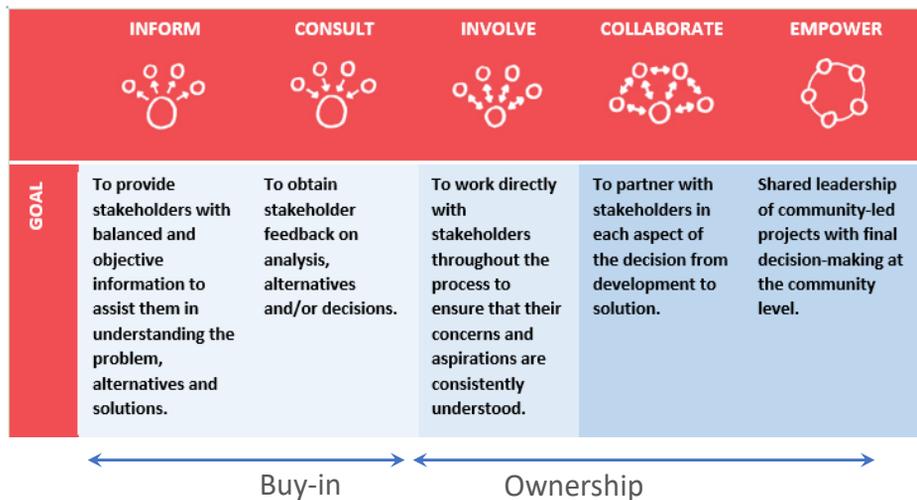
13

STRATEGY 1: AGREE ON THE ROLE OF THE COMMUNITY

- **Buy-In:** Someone else has developed the idea, made the decision, designed an action plan and then asks and needs the staff/citizens to approve it and/or implement it.
- **Ownership:** Front line staff/community develops the idea, makes the decisions, designs the action plan and acts on it.



14



15

STRATEGY 2: FIGURE OUT WHAT'S STILL ON THE TABLE

If you are in the situation where a lot of decisions have already been made, your job is then to:

1. Inform the community on those decisions and why they were made
2. Figure out what is still on the table and engage around those decisions instead



16

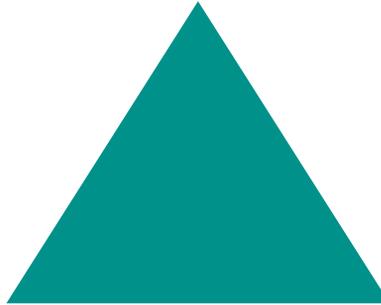
STRATEGY 2: FIGURE OUT WHAT'S STILL ON THE TABLE

INFORMING DECISIONS

Should the community have any sort of input or influence into the outcomes of this work?

BUILDING CAPACITY

Do we need to share information or educate the community about any part of this work? Are we wanting to build skills or change behaviors?

**STRENGTHENING RELATIONSHIPS**

Are you looking to build or improve relationships with community members?



The Engagement Triangle – Capire Consulting Group

17

STRATEGY 3: EXPLORE YOUR ORGANIZATION'S MINDSET TO ENGAGEMENT

1. **A nice-to-have:** Viewing community engagement as a supplemental activity
2. **A like-to-have:** Desiring for community engagement to be a core function but feeling restrained by lack of resources
3. **A must-have:** Integrating community engagement so that it is how the work gets done



18

SCENARIO:

Not engaging as deeply as you know you should

STRATEGY 1: UNDERSTAND YOUR DESIRE FOR CONTROL

STRATEGY 2: CREATE THE CONTAINER

STRATEGY 3: BUILD RELATIONSHIPS, BE ACCOUNTABLE



19

STRATEGY 1: UNDERSTAND YOUR DESIRE FOR CONTROL

“The path to authentic community engagement begins when organizations demonstrate a willingness to move beyond their own goals and ambitions to recognize and champion the individual and shared goals and ambitions of the community”.

Sylvia Cheuy



20

STRATEGY 1: UNDERSTAND YOUR DESIRE FOR CONTROL

What are the costs of not sharing the control?

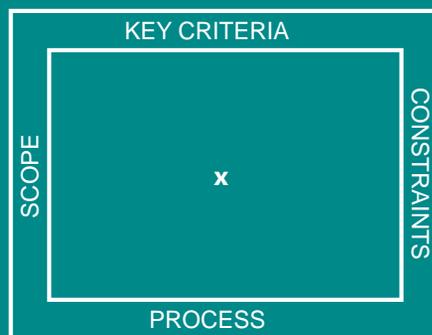
- The implementation of policies or projects which do not meet community needs as they are based on incomplete information
- Having to implement supplementary processes to obtain information not generated by initial poor practice
- Limiting what is possible by not partnering and building upon shared resources
- A distrust amongst the community or with partners for poor or no engagement which will, in turn, affect the level of community support for the overall project or organization



21

STRATEGY 2: CREATE THE CONTAINER

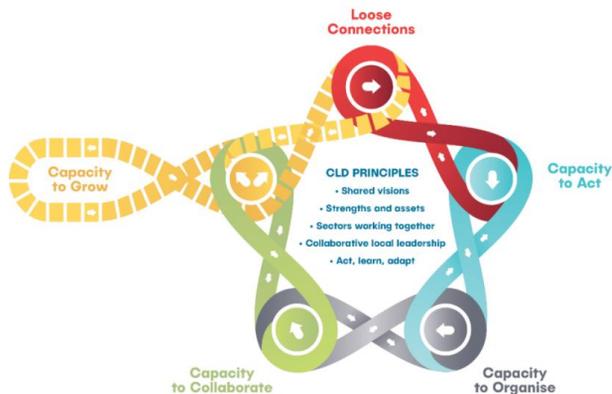
Explicitly describing the container is one of the most respectful things you can do



22

STRATEGY 3: BUILD RELATIONSHIPS, BE ACCOUNTABLE

1. Establish a connection
2. Building relationship
3. Work together at least once



Inspiring Communities – Community-Led Development Theory of Change



23

From transactional	To Transformational
PLANNING: Create an engagement plan	Engage the community to design the process.
ENGAGEMENT METHODS: Conduct a survey, poll or vote.	Move to engagement methods that allow people to interact with each other, share stories, discuss ideas.
Share the results in a summary report.	Share the results in a video that features only the voices of the community.
SHARING DATA: Share research and recent statistics about vulnerable populations before jumping into brainstorming and ideation	Invite people with lived experience to animate the data through a data walk , or share their experience and community intimately through walking interviews .
REPRESENTATION: Establish a lived experience advisory council who oversee the work and are consulted frequently throughout the process.	Ensure that there is significant lived experience representation at every table (board, leadership, working group)
Make sure that people with lived experience get a chance to provide input.	Address power differentials by having a member representing an equity-seeking population to chair the group and facilitate the conversations.



24

STRATEGY 3: BUILD RELATIONSHIPS, BE ACCOUNTABLE

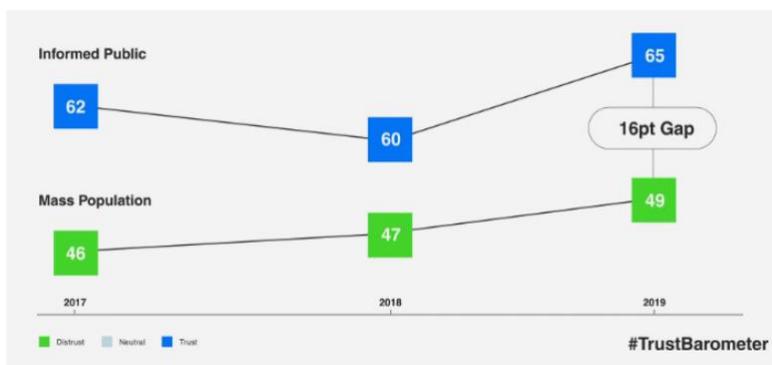
Always close the loop

This is the simplest way to show accountability. Ensure the community is heard and feels heard. Communicate before a decision is made. Say, "this is what we heard from you" rather than "this is the choice we made." When the community sees themselves reflected in the process, they will not only feel acknowledged but also more accepting of outcomes.



25

STRATEGY 3: BUILD RELATIONSHIPS, BE ACCOUNTABLE



2019 Edelman Trust Barometer



26

QUESTIONS?

27

THANK YOU!

28