COMMUNITY ENGAGEMENT

DATE AND TIME
Thursday, 25 February 2010 / 10AM-1130AM

SPEAKER(S)
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SESSION DESCRIPTION
As the demand for accountability in government continues to increase, providing transparency through community engagement affords public agencies credibility and efficiency in working with stakeholders and citizens. This session will outline the importance of community involvement and feature a step by step process for successful community engagement/involvement.

SESSION LEARNING OBJECTIVES
• Understand how the public views agencies and what can go wrong in park-community relationships in order to appreciate the need for effective community engagement.
• Describe the methods and process for reaching your community through successful engaging techniques in parks and recreation.
sbianxlaetntears
Remove six letters and discover the magic word.

Community Engagement
Public Trust and Confidence in Government Decision Making

Great Lakes Park Training Institute
Annual Conference
February 25, 2010
Pokagon State Park

Community Engagement
Questions for Change

Product
Push
People
Process

Community Engagement
"Directly exercised in the oversight of the daily details and in the choice of the daily means of government, public criticism is, of course, a clumsy nuisance."

►President Woodrow Wilson, 1887

Community Engagement
The New Public Involvement*
racial inequalities
economically disadvantaged
rural vs urban
environmental concerns

*Public Participation in Public Discussions, John Clayton Thomas.
Community Engagement
Public or Private: Which Way To Go?

Adaptive
- (known – comfortable)

Innovative
- (unknown - risky)

Individually, We All Have Good Ideas:
Together We Have Great Ones!

+ Pool of talent
- Contribution
- Acceptance
- Accountability
- Less conflict
- Time

Cross purposes
- Expectation
- Minority report
- Accountable
- Less conflict
- Time

Community Engagement
We will discuss:
- Dynamics of Public Interactions
- How We Communicate
- Elements of Conflict and Trust
- Participation Tools and Timing
- The Perfect Response

The Perfect Response
► “Yes”,

OR

► “Not yet...but, together, this is how we can get to Yes.”

Community Engagement
- 75 – 80% attend to protest
- Concern
- Trust
- High Concern

Low Trust

Community Engagement
- Economy
- Ecology
- Culture
Community Engagement

Elements of Conflict:
- Information
- Goals
- Strategy
- Norms
- Values

Community Engagement

Components of a Message
- Words: 7%
- Tone: 38%
- Body Language: 55%

Community Engagement

Words Matter
- Color: Red
- Fruit: Apple
- Furniture: Rocking chair

Community Engagement

Words That Confuse or Scare
- No...
- We are not allowed...
- It is our policy...
- You won't like this...
- ...but...
- ...however...

Community Engagement

Execution Strategy
- Be Proactive
- Be Creative
- Build Trust With Everything We Do

Community Engagement

Questions for Change
- Product
- Push
- People
- Process
Community Engagement

**Product** – desired results; accomplish what?
- Collect or encourage input?
- Explain technical, legal, financial conditions?
- Participate in decision making?
- Unveil opportunity/Outline threat?
- Refining, or Groundshaking?
- Introduce yourself and services?

**Push** – why?
- Required implementation, or Voluntary?
- Rigid standards, or Alternate possibilities?
- Safety concerns?
- Need, or Want?
- Proactive, or Reactive?
- Simply sharing.

**People** – who will participate?
- Who wants this?
- Who else thinks we need it?
- Who is already working on this?
- Who should be working on this?
- Who will it favor?
- Who will it threaten?

**Process** – how do we go about it?
- Working Meetings
- Open Meetings/Forums
- Public Mass Meetings
- Public Hearings
- Open Houses
- Town Meetings

**How Adults Learn and Remember**
- **Primacy** – WIIFM
- **Recency** – first and last
- **Linking** – connect
- **Record and Recall** – getting hands dirty
- **Outstanding** – “I was there when...”
- **Repetition** – again, again, and again
Community Engagement

Vision without Action is just a dream;
Action without Vision is a waste of time;
Vision plus Action can change the world.

Joel Barker
Futurist