



HARWOOD

in a 1/2 hour

Turned outward

- The Harwood Institute has developed a set of touchstones for thinking about and making daily choices when it comes to being turned outward.
- The 3 A's of Public Life
 - Authority
 - Authenticity
 - Accountability
- Each “A” comes with it's own Intentionality Test

Intentionality

We make hundreds of choices daily, and while we can't control everything, if we become more intentional about the choices we do make we can have far greater impact.

Apply to:

- What we say to the customer
- How we speak to the customer
- Programming choices we make
- Program scheduling choices we make

Authority

- **Intentionality Test:** Could I stand up on a table and talk to people about their community, their aspirations and concerns, and would they believe me?
- **In our daily lives, to hold authority means to:**
 - Hold a deep knowledge of the community – people's lives, aspirations and concerns
 - Actively apply knowledge about the community to the work we do

Authenticity

- **Intentionality Test:** Do I reflect the reality of people's lives, and do they believe I have their best interests at heart, even when we disagree?
- **In our daily lives, to be authentic means to:**
 - Reflect the reality of people's lives in what we say and do
 - See and treat people as citizen (members of a larger community) rather than only consumers (or donors or members)
 - Deeply listen to the community in an ongoing way

Accountability

- **Intentionality Test:** Am I living up to the pledges and promises I have made?
- **In our daily lives, to be accountable means to:**
 - Set realistic expectations about potential impact of the work and promises made to people in the community
 - Pursue actions meaningful to people - avoid window dressing
 - Build on what came before, and create a foundation for what might follow

Traditional Planning Models vs Community Conversations (Harwood)

- Traditional Service Planning Models
 - Staff review demographic data, library use stats, comment cards, and community survey results
- Community Conversations
 - Staff review all of the traditional measures AND spend time in conversation with the community developing relationships. Staff hears directly from the community about what is important to them.

Engagement Tool: Community Conversation

- Engage people in a different way
- Find common ground for action
- Forge deeper relationships
- Strengthen library efforts

Community Conversations

- Provide a safe place where people in your community can come together to talk about aspirations, concerns and how they want their community to move forward
- Typical conversations have 8-15 participants and lasts 90 min to 2 hours
- A moderator guides the conversation using the Harwood discussion guide

Getting Started

- Decide who to invite or visit
 - Moms club
 - Community group like Rotary, Neighborhood Association
 - PTA group
- Recruit participants
- Decide on a location for the conversation
- Identify a conversation leader
 - Person actively listens and builds trust
 - Remains neutral, stays focused
 - Helps people explore different ideas
- Identify a note taker

Setting up the Conversation

- Introductions
- Share expectations for the conversation
- Explain your role as conversation leader
- Identify the note taker
- Review the ground rules

Conversation Guide

- What kind of community do you want?
 - Why is that important?
 - How is that different from the way things are now?

- What are the 2-3 most important concerns when it comes to the community?
 - Decide which issue is most important
 - What concerns do you have about that

Conversation Guide

- What concerns do you have about this issue?
 - Does it seem like things are getting better or worse?
 - How do you think this came about?
- How does this issue affect you personally?
- What do you think is keeping us from making progress?

Conversation Guide

- What kind of things would make a difference?
- Which groups or individuals would you trust to take action?
- Now that we've talked about this issue what questions do you have?
- What role can the library play in supporting what we just talked about?

Timeline

- March Regional
 - Identify the conversation group
- April
 - Conduct the conversation
- May
 - Share what you learned at Regional
- June SWMM Conversation
 - What if any common themes do you see about the conversations?
 - What if any tensions are emerging?
 - Where do people seem ambivalent or torn?
 - How do people talk?