

Going Deeper With Community Conversations

Learn and Apply

Agenda

- Community Conversations – Brief recap
- Four Common Stumbling Blocks
 - Getting people
 - Stuck on Getting Started
 - Focusing on one issue
 - Getting Usable Notes

Community Conversations Completed?

Community Conversation – Brief Recap

- 90 to 120 minutes
- Lightly structured and open-ended questions
- Designed to engage people “where they are” and to gain Public Knowledge
- Goal is to gain sufficient Public Knowledge to take **ACTION**

Community Conversation – Brief Recap

A Different Kind of Conversation

- Engage people as community members first
- Focus on shared aspirations not problems or visions
- Gain information you can't get any other way
- Build foundation for collective action
- Part of ongoing work – not a one-time effort

Community Conversation – Brief Recap

Quick Sense of Scale

- 3 conversations to learn how to do
- 4 or 5 more to gain GENERAL Public Knowledge
- From this point forward, conversation strategy depends on your community engagement focus
 - Usually a handful more provides enough information to start taking action

Stumbling Block: Getting People

What has your experience been like so far?
What have you learned?

Stumbling Block: Getting People

- Cast a wide net
- Invite people personally
- Describe the conversation's purpose
- Do conversations over time
- Account for local circumstances

Stumbling Block: Stuck on Getting Started

What questions are you / your organization asking yourself about getting started?

Stumbling Block: Stuck on Getting Started

- Assess your capacity - organization and community
- Who can help
- Handling expectations

Stumbling Block: Getting to One Issue

What's your experience in narrowing the conversation focus to a single issue? What did you learn?

Stumbling Block: Getting to One Issue

- Set the right expectations
- Observe the group's energy
- Remind the group why they're there
 - Offer a targeted conversation
 - How can the group demonstrate moving forward together

Notes: What good notes look like

Role of the Note Taker

- Observe *what* people say and *how* they say it
- Captures essence without inserting judgement
- Stays focused on what is being learned
- Is there enough detail to inform actions

Note: What good notes look like

Sample notes #1 and #2

What do you make of the Samples in terms of:

- What people said and how they said it?
- Capturing the language people use?
- Having enough information to inform actions.

Next Step: Organize Notes

Organize your notes from each Community Conversation into:

- Aspirations
- Main concerns
- Specific issue concerns
- Actions that would make a difference
- Whom do people trust to act
- Questions people have

Theming and Using Public Knowledge

9:00 am

Thursday, March 9, 2017

CLOSING COMMENTS / QUESTIONS