Tom Wolff & Associates

Creating Collaborative Solutions

Community Engagement
USBC Summer Pre Institute
Washington DC
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Agenda for the Day

AM :
Introduction and Goals
      Overview of Collaboration
      Collaboration overview: Key principles of collaborative solutions
Engaging the Community
      Why community engagement is central to USBC coalitions
      Benefits of Grassroots organizations and leaders
Engaging the Informal Sector
      Who do you have? Who are you missing? How to engage the missing?
      Develop a plan.
      Four ways to commit resources to increase community engagement
Lunch

PM:
Coalition Simulation: of a coalition that focuses on how to integrate the grassroots into a coalition filled with formal players

Engaging the Formal Sector
      Who do you have?   Who are you missing? How to engage the missing?
      Develop a plan. For engaging the top of their organizations
Retention – the six R's
Case Story Boston Health Equity and Racial Justice

Plus/Delta What did we learn?

The Continuum of Collaboration Worksheet

Instructions: **Given the definitions of networking, coordinating, cooperating and collaborating, identify and following:**

- With an "x" identify which functions are most frequently used in your collaborative efforts
- Discuss how you might like to change this "mix"
- With an "o" identify where you would like to be (which functions you would like to use more frequently, etc.)
- Discuss and note what your collaborative needs to do to make this happen

	Used Frequently	Used Sometimes	Hardly Ever Used
Networking Exchanging Information	_____	_____	_____
Coordination Exchange Information Alter Activities	_____	_____	_____
Cooperation Exchange Information Alter Activities Share Resources	_____	_____	_____
Collaboration Exchange Information Alter Activities	_____	_____	_____

Comparison of Agency Based and Community Based Approaches:
Where is Your Collaboration?

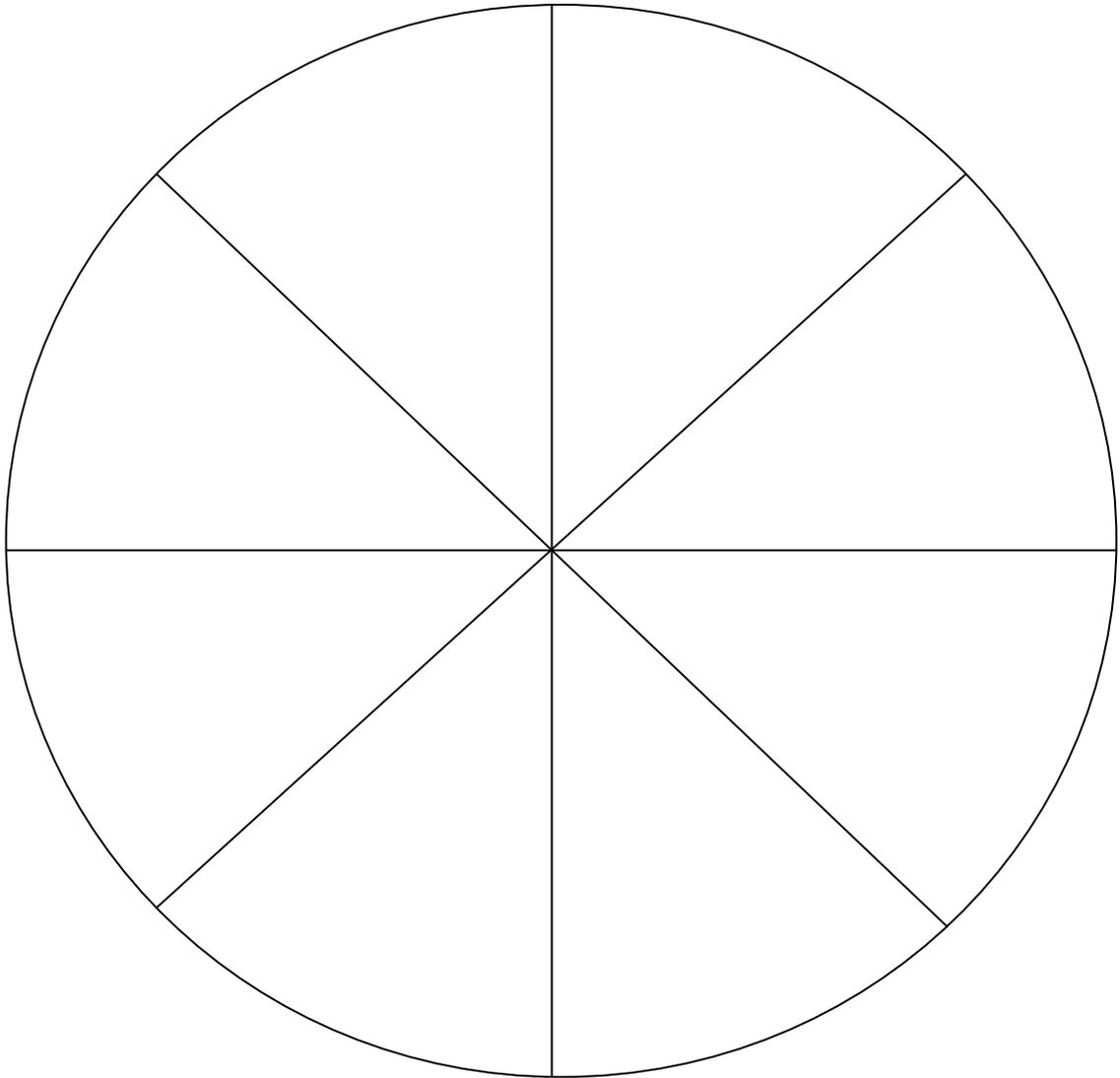|	Agency-based	Community-based
Approach	Weakness/Deficit	Strength/Asset
Definition of Problem	By agencies, gov't	By local community
Role of Professionals	Central to decision making	A resource to community problem solving
Role of Agencies	Central mechanism for service delivery	One of many systems activated
Primary decision Makers	Agencies, gov't	The community
Community Ownership	Low	High

Who do you have at the table and who is missing?

- **Strengths and gaps in your present membership**

- **Who is missing? Who else do we need to have in the room?**

- **Who else in the community cares about your issue?**

- **Who might you engage?**

Formal Sector Pie Charts

Instructions: In each piece of the pie, list a key sector of the formal community. Then, list a) who you presently engage and b) who else you might engage.

THE FORMAL SECTORS

Informal Sector Pie Charts

Instructions: In each piece of the pie, list a key sector of the informal
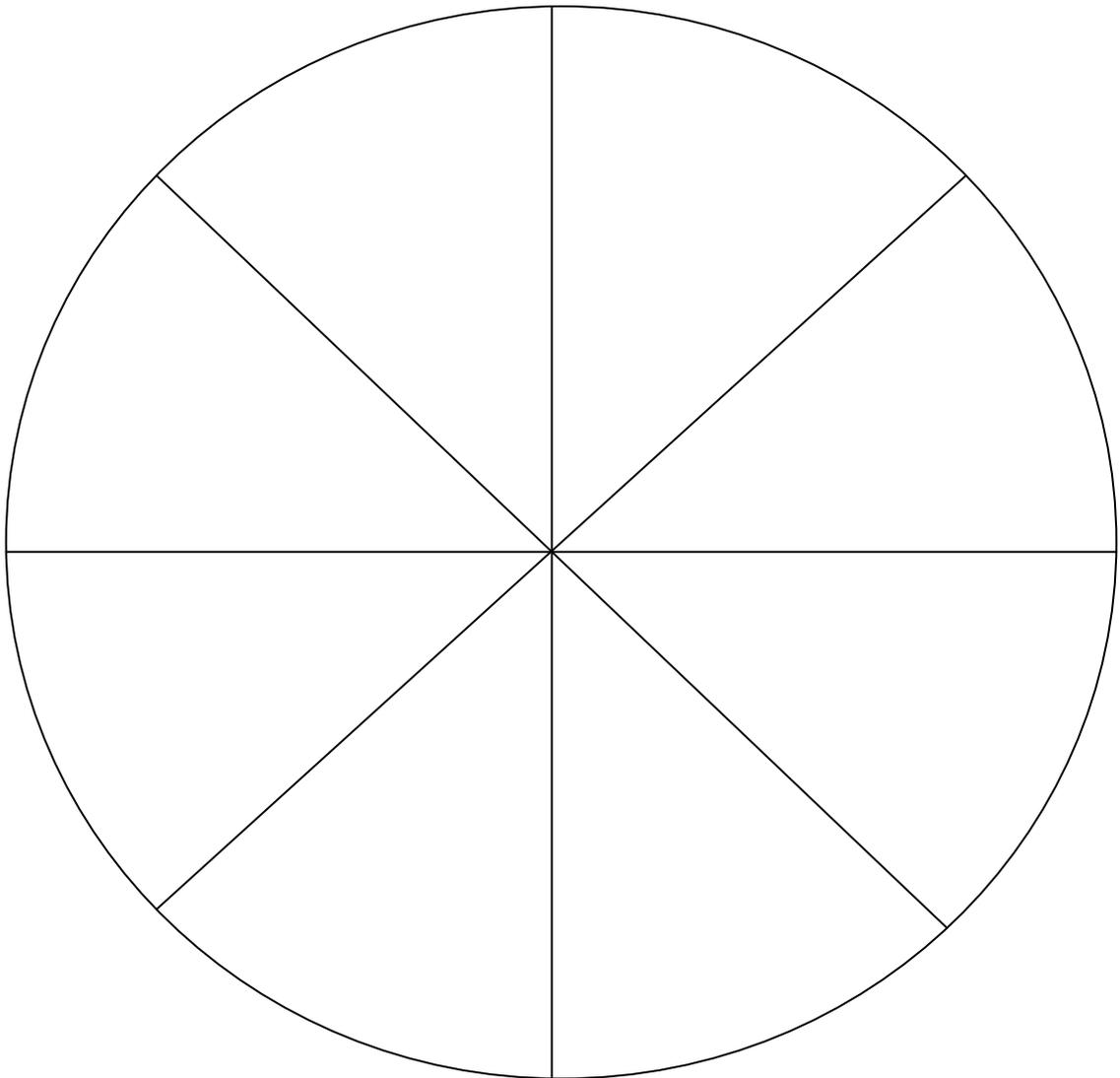community.   Then, list a) who you presently engage and b) who
else you might   engage.

THE INFORMAL SECTORS

Degrees of Involvement – The Ladder of Participation

Community initiated – shared decision making with agencies

Community initiated and directed– agencies support

Agency initiated – shared decision making

Consulted and informed

Assigned roles

Tokenism

Decoration

Manipulation

Comprehensive Outreach Assessment Tool

Instructions: As a team, determine how your organization/initiative reaches out to various sectors of the community.

	Do You Use It?	**With What Sectors of the Community?**	**Are You Satisfied with How It Works?**
One-on-one interviews			
Door knocking			
Petition drives or surveys			
Public and house meetings			
Street outreach			
Tabling			
Attending community meetings			
Community driven assessments			

Stakeholder Analysis

Stakeholder Definition: An individual (or group of individuals) who is/are affected by, or has/have an interest in, influence over, or responsibility for the efforts of the collaborative. Stakeholders are anyone who can either make the plan happen or keep the plan from happening.

List Stakeholders:			
What are their capacities, skills and/or resources?			
What is their potential role on the collaboration?			
What is their self interest? Why should they join?			
How will you recruit them?			
What barriers might exist to recruiting them?			
Who will approach them?			
When?			