



CLASS OUTLINE

I - Background: Why Community Engagement?

- a) Aligning our internal work with the external purpose of creating the future of our communities
- b) The assumptions that underlie Community Engagement
 - 1) NOT "Business" assumptions
 - 2) NOT "Charitable Model" assumptions
 - 3) Community-Driven assumptions
 - A - Vision-based
 - B - Values-based
 - C - Asset-based
 - D - Interconnected / Interdependent
 - E - Systems-based

II - Community Engagement Planning - Details and Insights

- a) Step 1: Goal-setting
- b) Step 2: Who to Engage?
- c) Steps 3 & 4: Strategies to Engage People You Know, and the People You Don't Know
- d) Step 5: Prioritizing
- e) Steps 6 & 7: Implementation Planning and Monitoring Progress
- f) Step 8: Follow-Up

III - Real Life Examples

- a) Community Engagement makes our programs more effective
- b) Community Engagement helps create more diversity and inclusion
- c) Community Engagement helps with advocacy
- d) Engaging our Employees
- e) Community Engagement for addressing complex community issues