

# OUTREACH, SERVICE, & ENGAGEMENT

What's the difference?

December 11, 2019



Supported by the John D. and Catherine T. MacArthur Foundation



# Nexus Community Engagement Institute – Facilitation Team

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# Objectives

- Explore the differences between service, outreach, and community engagement
- Begin brainstorming how to shift from service and outreach to authentic community engagement

# Logistics

- Large Group Sharing, Presentation, & Discussion Format
- Be aware of your mute/unmute function
- Use your chat box and look out for shared information

# A few reminders...

- Definition of Community Engagement
  - A process that includes multiple techniques to promote the participation of people in community life, especially those who are excluded and isolated
- Grounding Principles of CE
  - Relationships-based
  - Reciprocal
  - Necessary
  - Transformative

# OUTREACH, SERVICE, & ENGAGEMENT

What's the difference?

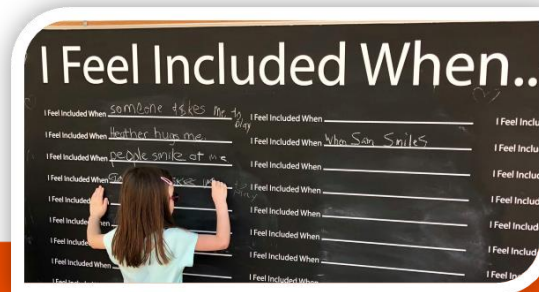
# Indicators of Engagement

## ☐ WERE engaged well

- *How did it feel?*
- *What made it a good engagement process?*

## ☐ NOT engaged well

- *How did it feel?*
- *What made it a bad engagement process?*



# Engagement vs. Outreach vs. Service

- All have opportunities to engage others
- There's power within each of these. Ask yourself with whom does the power lie? Is the decision-making happening by an individual/few or within the collective with those most impacted at the table?
- There are opportunities within each of these. Let's consider where are there opportunities to move from service/outreach to engagement?



# What's the difference?

- Service: The performance of any duties or work for another; helpful or professional activity
- Outreach: Informing, recruiting, or collecting feedback for ideas and/or projects that are already conceived of by an agency/organization.
- Engagement: Community members are leaders and producers, not for one specific issue, but in a sustained process for many issues and opportunities as they come up.

# HOW DO WE SHIFT FROM OUTREACH TO ENGAGEMENT?

Discussion

# Small Group Discussion:

## How do we shift from outreach to engagement?

1. What experiences (good/bad/neutral, personal/professional) do you have doing engagement? What experiences have you had being engaged?
2. Thinking of your, your agency's, and/or your jurisdiction's current work, what opportunities are there for engagement beyond outreach?
3. What steps would need to be taken and by whom in order to move on those opportunities?

# Small Group Discussion Debrief

What major take-aways or ‘aha’ thoughts did you have?

# RECAP & NEXT STEPS

Looking forward!

# Recap

- Explored the differences between service, outreach and community engagement
- Examined how power influences how we engage others and are engaged by others
- Began brainstorming how to shift from service and outreach to authentic community engagement

# Next Steps

- Complete the evaluation! – See chat box for link
- Incorporate the large/small group comments & reflections into the presentation
- Community Engagement Assessment Tool (2020)
  - What kind of relationships exist with community members?
  - Why are you engaging people?
  - How are you getting people involved? When?
  - How do ideas get generated?
  - How do your policies and structures support engagement?

# Q&A

What questions do you have for us?



# Thank you!

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