

OUTREACH, SERVICE, & ENGAGEMENT

What's the difference?

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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

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What's the difference?

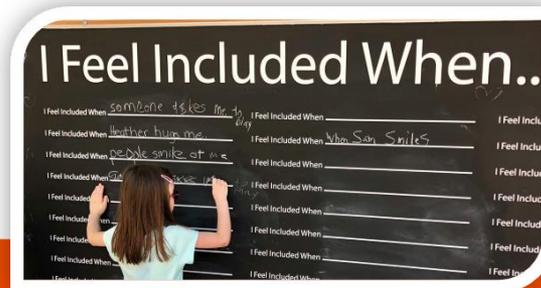
Indicators of Engagement

☐ 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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