

3) We are now considering three general types of community engagement projects:

a) Aspirational conversations about fundamental frames of reference, identity, and vision e.g. , "what sort of community we hope to become?"

b) Mobilizing conversations about a range of shared concerns that have been broadly identified, but require better definition, direction, and consensus-building, e.g. arts and culture

c) Action-oriented conversations about immediate challenges that have already been identified and are relatively well-defined, and for which there is a generally established consensus for change , e.g., affordable housing, transportation.

For Harwood, it is really about all 3.

Uncover public knowledge – tap into people’s aspirations. Basis for understanding community. Drive different set of choices.

Frameworks and tools

Public capital

Work with partners to take action

Builds conditions for community to grow

Action rooted in the community

Shared aspirations bring people together

Creating pockets of change, see that things are happening

4) Which of these types of conversations do you think your organization is better suited?

- a) Can you give us examples of work we can review that would help us appreciate your process and outcomes?

Reference: United Way of Battle Creek, MI. They are working on changing the civic culture. Working on education, early care, middle school transition (barrier to graduation), and workforce issues.

They haven't worked with anyone in MN recently. They are in conversations with Karen in Toledo.

- b) How would you proceed?

Typical comprehensive process: 18 months long (have done 12-24 months)

Develop a core group. Core group is typically comprised of representatives from 3-12 organizations - training on the framework. Training called Innovators Lab is 3 days. Can open training beyond the core group and have up to 100 people. Everyone going through the training gets licensed with the model.

1<sup>st</sup> 6 months have monthly learn and apply webinar. Coaching conversations monthly with core group. (60-90 minutes)

Once every 6 months they would send someone for a day long Innovation Spaces face to face conversation. Discuss challenges, accelerate learning

We might also want to certify trainers in the community.

Timeframe is such that they could start within 2-3 months of a commitment from us. (And it would take most of that time for us to pull together the training attendees.) They are pretty flexible, but they have commitments for May, 2015.

- c) What would be required of us to support you in your best work? (time? money? other resources?)

They teach us to use the tools. They were very specific about coaching us (not consulting with us). We need to own the decisions.

Costs can vary widely depending upon what we want to do. For example, we don't have to do the 3 day training. They have a shorter 1 day version. They can start as low as \$10,000. Ballpark for the comprehensive 18 month package is \$175,000-\$200,000.

We would also need to manage the logistics for the 3 day training - find space, find local partners to take training, etc. Many sites charge for the training - it offsets costs and you know the partner is committed.

d) What opportunities are there for initial consultations to help clarify our needs and your suitability?

They would like to do a more in depth conference call with a core group to better refine what we need in order to put a proposal together.

Mike Wood, VP of Strategic Partnerships

Andrew Willis, Business Development Associate