



EARLY CHILDHOOD  
COLORADO PARTNERSHIP

# Early Childhood Colorado Partnership

Lunch & Learn

16 August 2016



@ecpartnership



Early Childhood  
Colorado  
Partnership



# Desired Outcomes

1

Share research-based Learning Community Model

2

Share a process to develop an engagement strategy

3

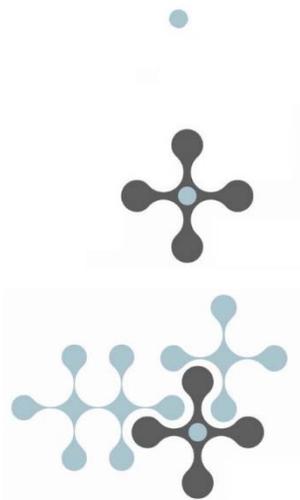
Present a continuum of community engagement



# The Civic Canopy

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Helping the many work as one for the good of all.



- Engage Individuals
- Strengthen Communities
- Transform Society



# The Canopy Learning Community Model

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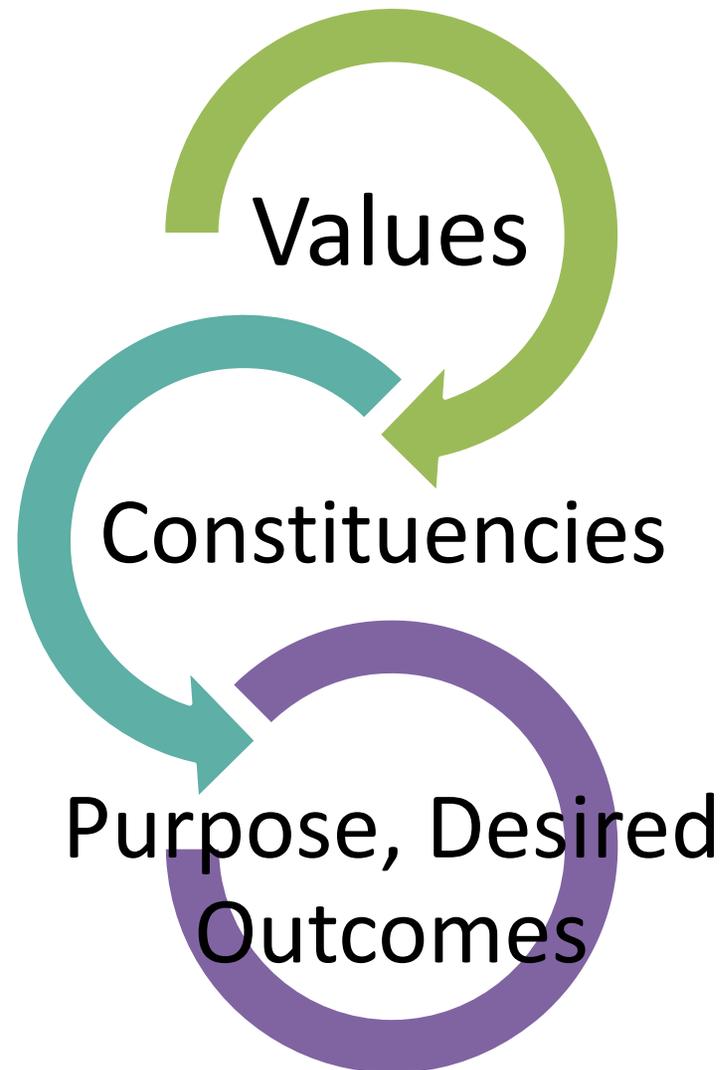




# Developing an Engagement Strategy

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## Values that Guide Engagement Strategy

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Consider:

- What does engagement mean in this work?
- Who are the people, partners and perspectives that mirror your community?
- Where are you currently? -- history and baseline of engagement
- What are the engagement assets that exist in the community?
- Where do you want to be? - future vision, desired level of engagement



## Constituencies

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Possible people, partners, perspectives to engage:

- Systems partners
- Program partners
- Front-line workers
- Community decision makers
- Consumers, end-users, families
- Other



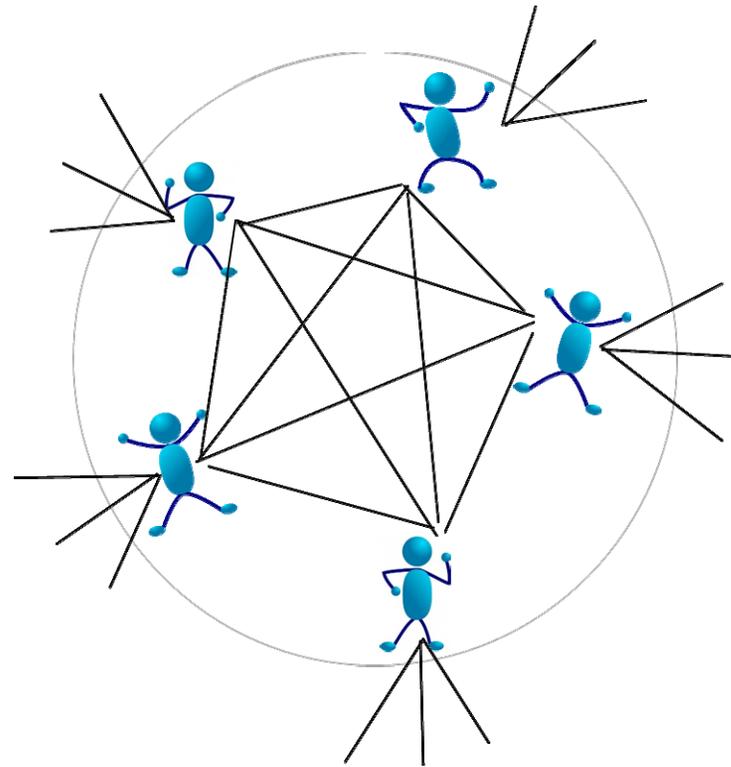
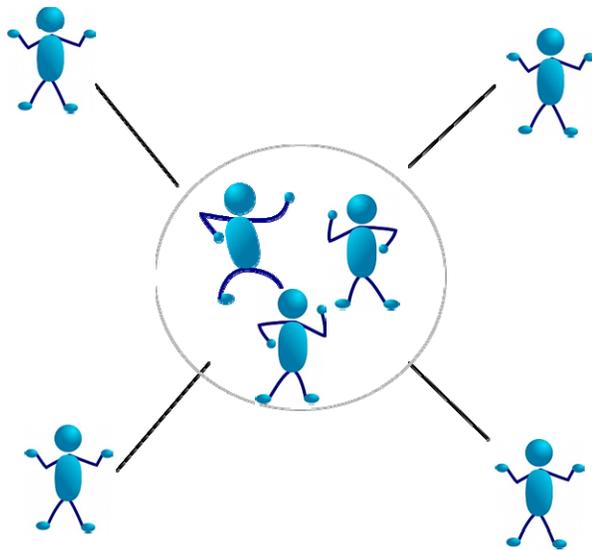
# Purpose of Engagement

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- Establish trust
- Develop conditions for effective communications
- Build commitment
- Establish legitimacy
- Other

# ✦ Paradigm Shifts in Engagement

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# A Continuum of Engagement

Adapted from  
Strive

## Transactional - Community Investment

- Examples
  - Public Report Card release
  - Information/Training sessions
  - Awareness Campaigns
  - Social Media
- Communication: One-way collaborative to the community
- Sample Metrics:
  - Number of Audiences reached
  - Number of reports written and distributed
  - Number of media mediums

## Transitional - Community Involvement

- Examples
  - Community Advisory Committees
  - Community Dialogues
  - Community Calls to Action
- Communication: Two-way mostly collaborative to the community
- Sample Metrics
  - Active participation, turnover and retention
  - # of activities that involve members
  - increased accountability by decision-makers to affected groups

## Transformational- Community Integration

- Examples
  - Issue specific workgroups
  - Joint decision-making
  - Co-ownership of outcomes
- Communication: Two-way equal collaborative to community and community to collaborative
- Sample Metrics
  - Depth of engagement
  - Ownership of the collaborative and work
  - Willingness of members to take action
  - Transcending organizational interest for long-term collective interest

More People Involved

Deeper Level of Engagement



## Cycles of Trust and Commitment

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- Free of favoritism
- Focus on broad goals rather than individual agendas
- Decisions made are based on fair criteria
- Everyone has equal opportunity to influence decisions
- Sufficient opportunity to challenge decisions



## Cycles of Trust and Commitment – cont.

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- Value both *content* expertise AND *context* expertise
- Include constituencies that *reflect* the diversity of the broader community
- Consider how you'll acknowledge and address race, class and power dynamics

# The Canopy Learning Community Model





## No Standard Formula: Be Intentional

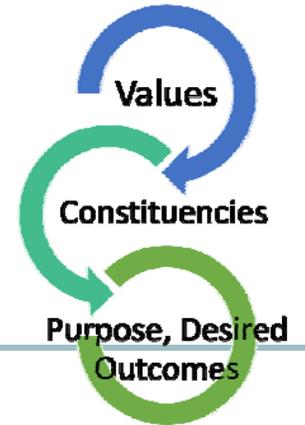
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- Clarify the values around an engagement strategy
- Develop the purpose of engagement per constituency
- Consider how, when a combined approach makes sense
- Recognize that engagement levels can evolve over time
- Align metrics of successful engagement with purpose and type of engagement



## Organization/Program Activity

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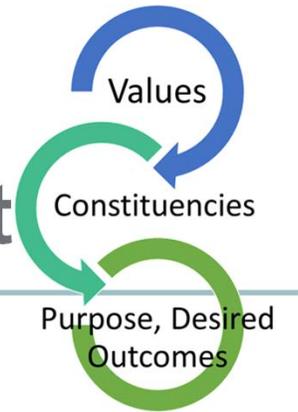


As a team, consider your Engagement Strategy:

- What are project values around engagement?
- Who are the various constituents you want to engage?
- Is there a unique purpose of engagement per constituency?
- Where does each constituency fall within the Continuum of Engagement?
- Think about how your vision for community engagement will evolve from the planning phase into the implementation phase.



# Community Engagement Worksheet



## Community Engagement

Define the “community” you seek for engagement (not geography):

Constituents (people, partners, perspectives, etc.)	Purpose for engagement/increased engagement	What’s their level of engagement today? -Investment -Involvement -Integration	Intended outcome(s)	Metrics/Measurement



## Share Out

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- What made sense
- What are you curious about
- What needs more clarity



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