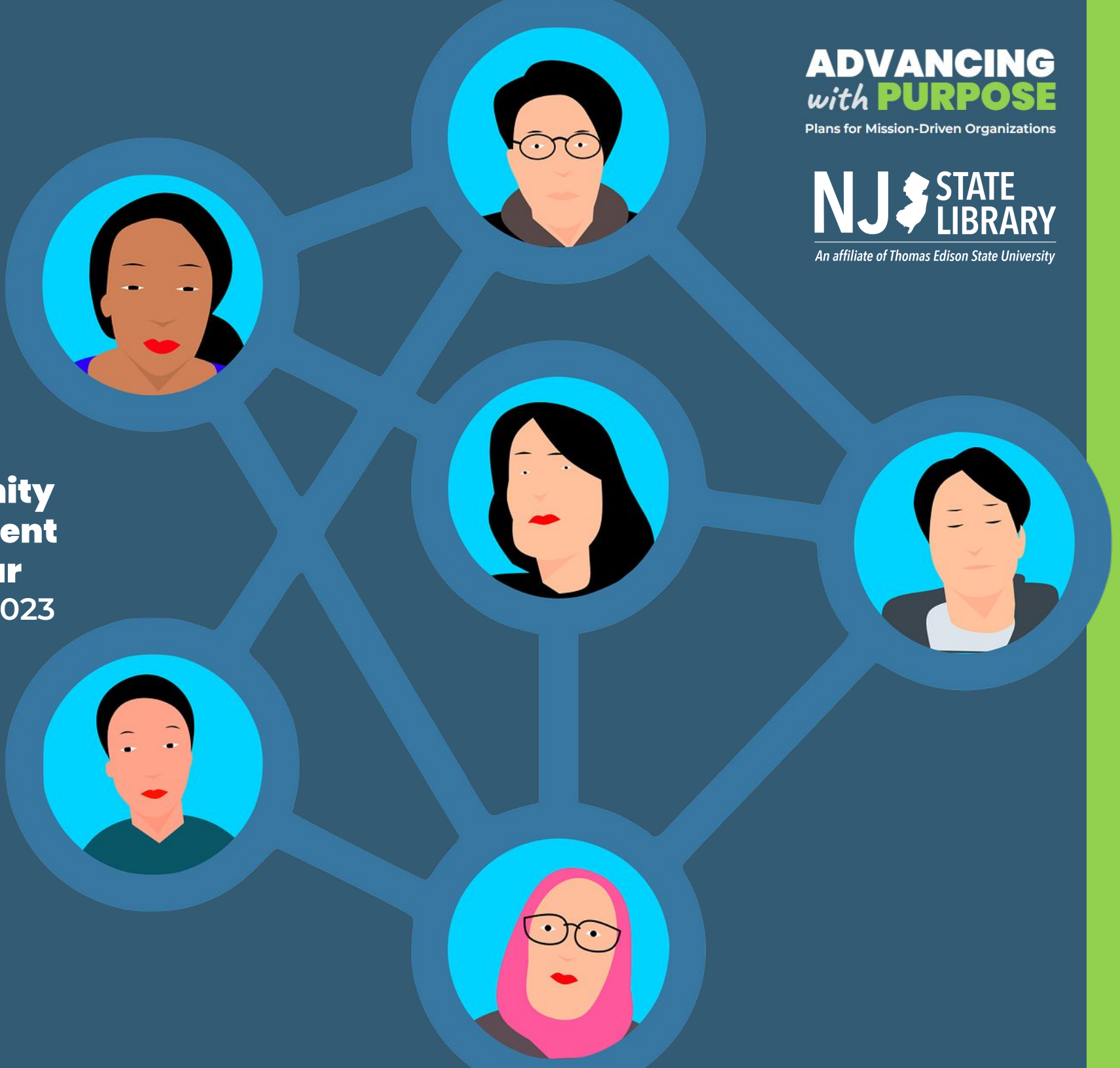


**ADVANCING**  
*with* **PURPOSE**  
Plans for Mission-Driven Organizations

**NJ**  **STATE LIBRARY**  
*An affiliate of Thomas Edison State University*

**NJSL**  
**Community**  
**Engagement**  
**Webinar**  
April 30, 2023



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# Agenda

Introduction

Official Requirements

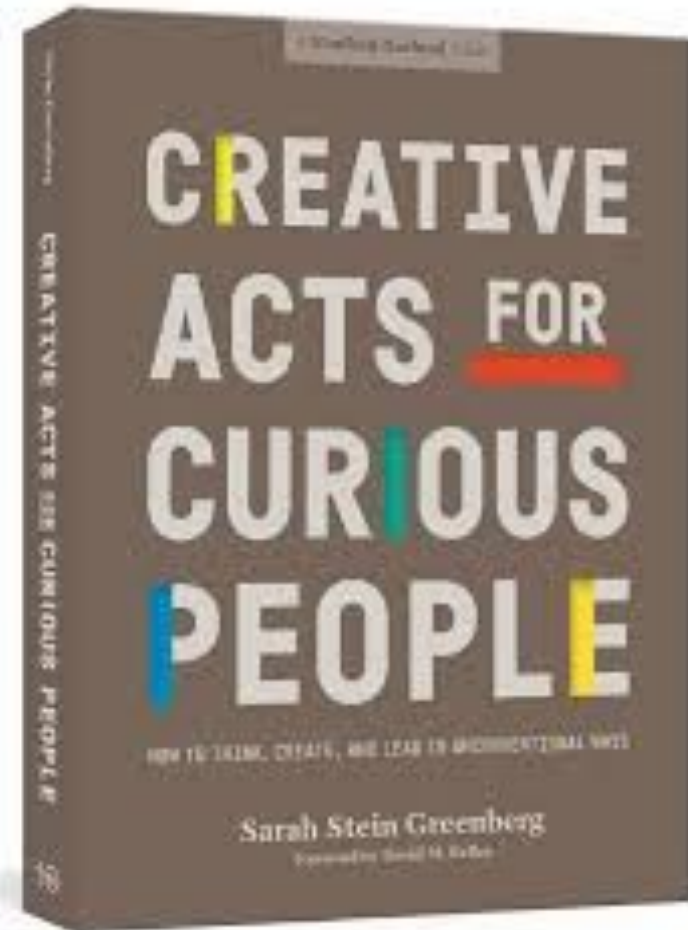
Getting Started

Stakeholder Mapping (Worksheet)

A Few More Case Studies

Group Discussion

Outro



# Documentation and requirements



# Think expansively throughout the whole project



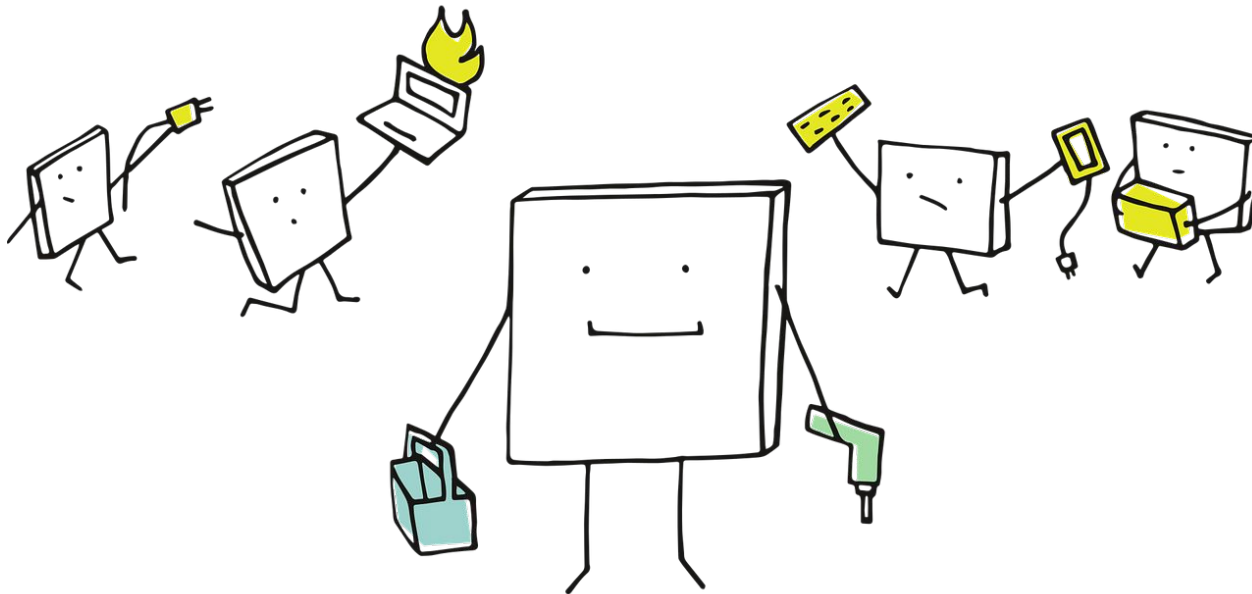
## 1C - Multi-Purpose Community Facility Projects

During the planning and construction phase, subgrantees will be asked to hold community listening sessions during which the community has an opportunity to be part of the process and provide feedback on the impact of decisions.

Not only are we here to help, our support is written into the grant

## Multi-Purpose Community Facility Projects

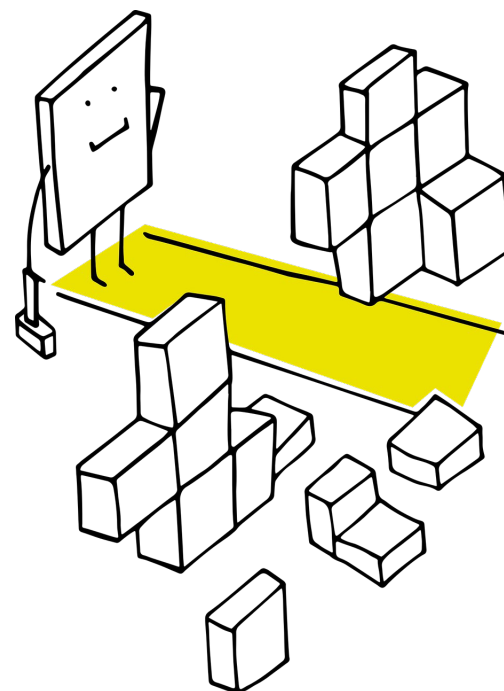
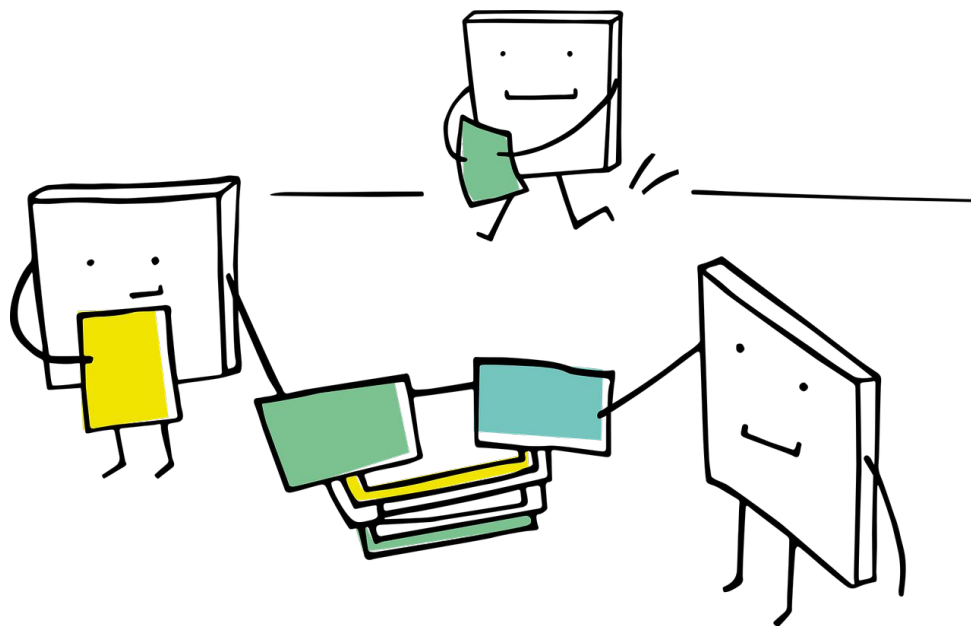
Specialized consultants may be used to establish a robust community engagement process with targeted communities.



## Coronavirus Capital Projects Fund Compliance and Reporting Guidance For States, Territories, and Freely Associated States

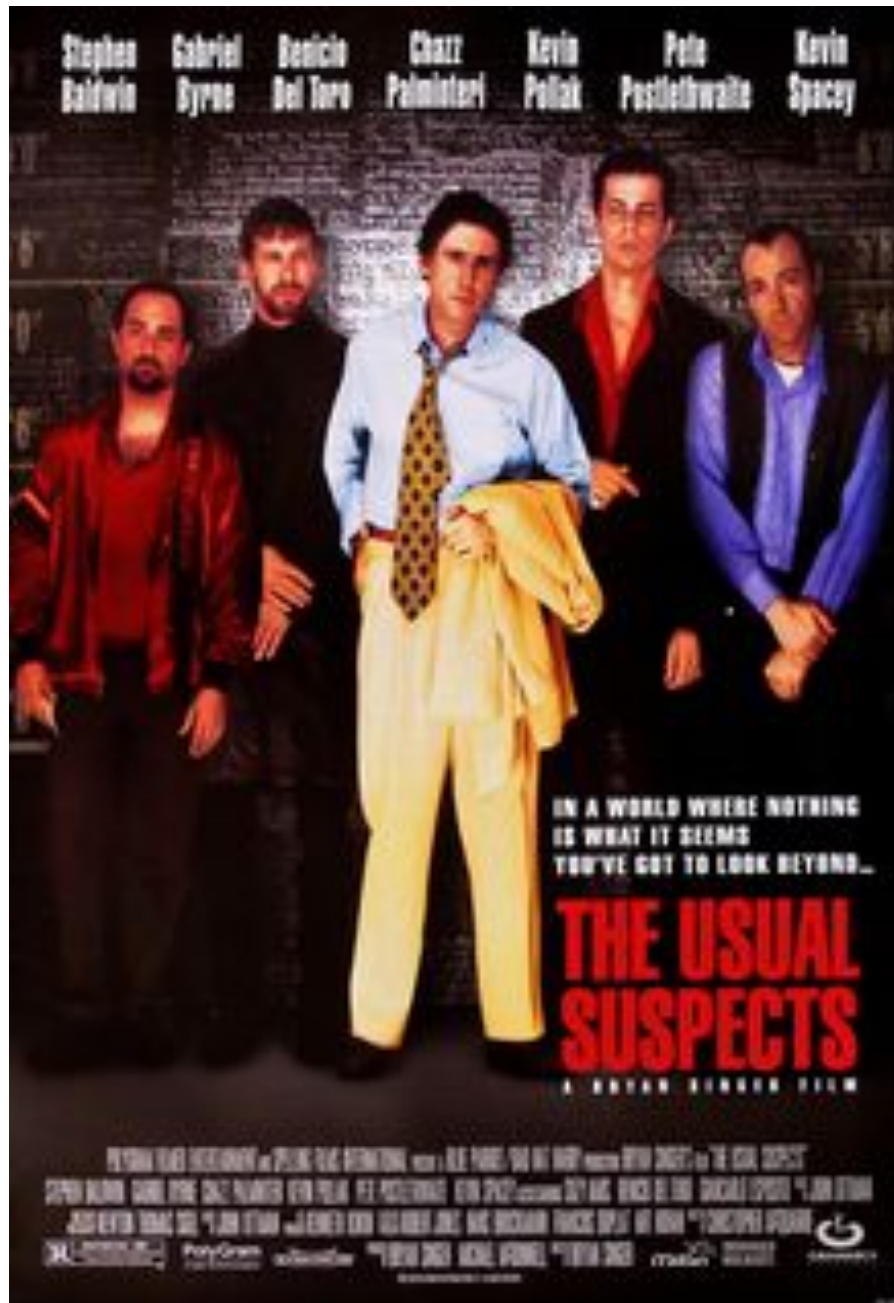
Recipients should report on (and include quantitative information, such as counts), about:

- Outreach, advertising, and translation activities and services deployed to reach communities
- Languages used in community outreach efforts and materials for people with limited English proficiency, and other approaches taken to solicit feedback from underserved communities.



The way it's written  
gives you a lot of  
freedom





# Community Engagement: **Getting Started**





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# As practitioners, what have we learned about the hallmarks of effective community engagement?

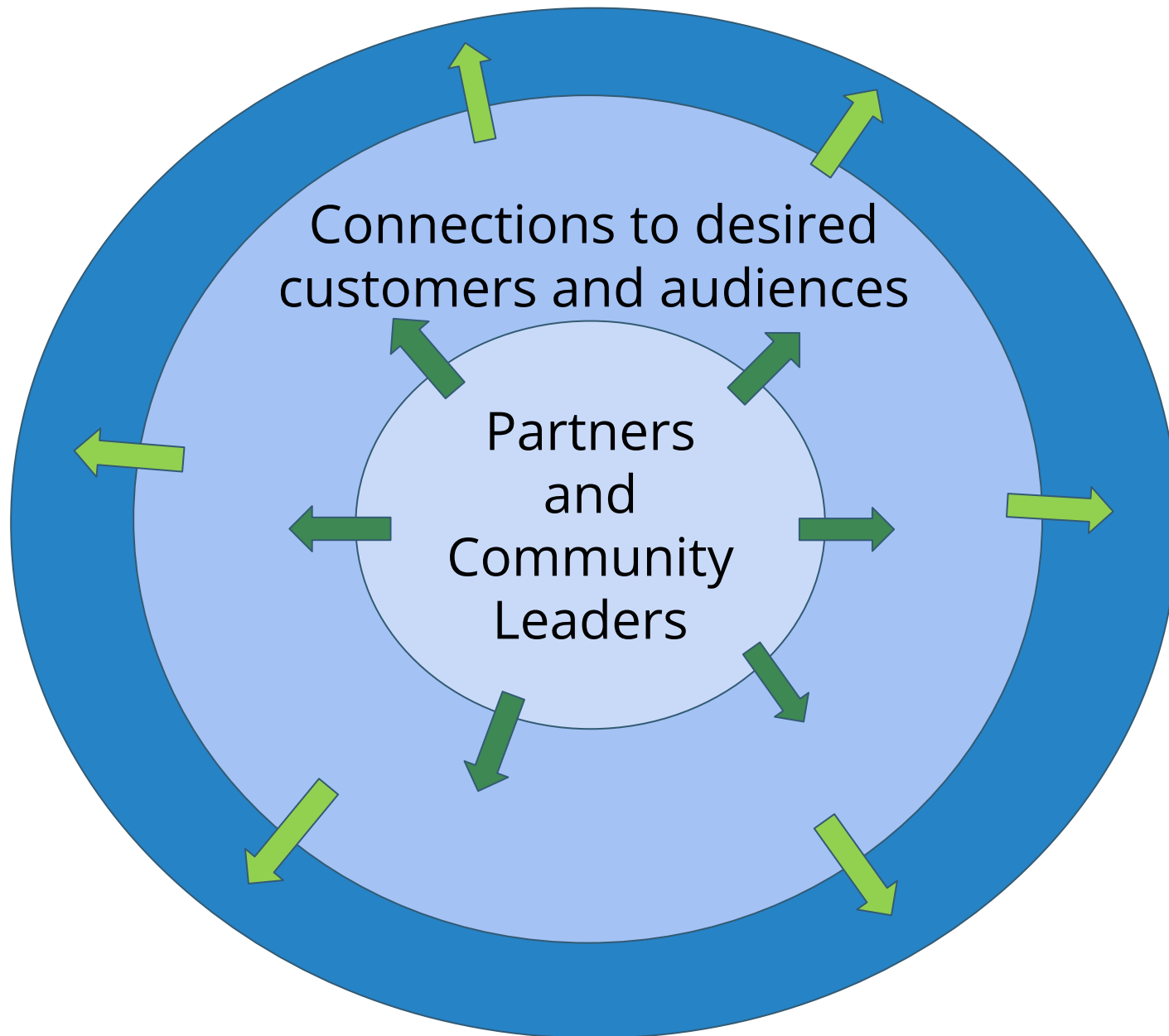
- Trust
- Relationships
- Human-Centered Design
- Authenticity
- Follow through

"You cannot buy engagement. You have to build engagement."  
-Tara Nicholle Nelson



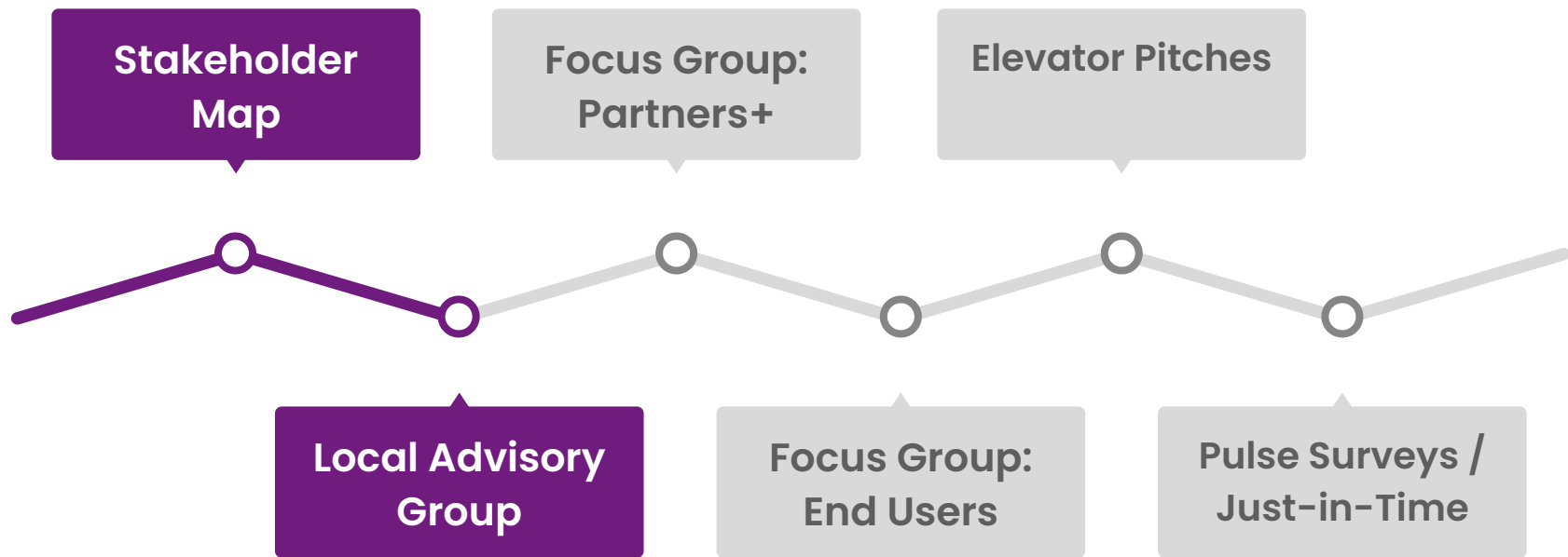
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# Building Credibility



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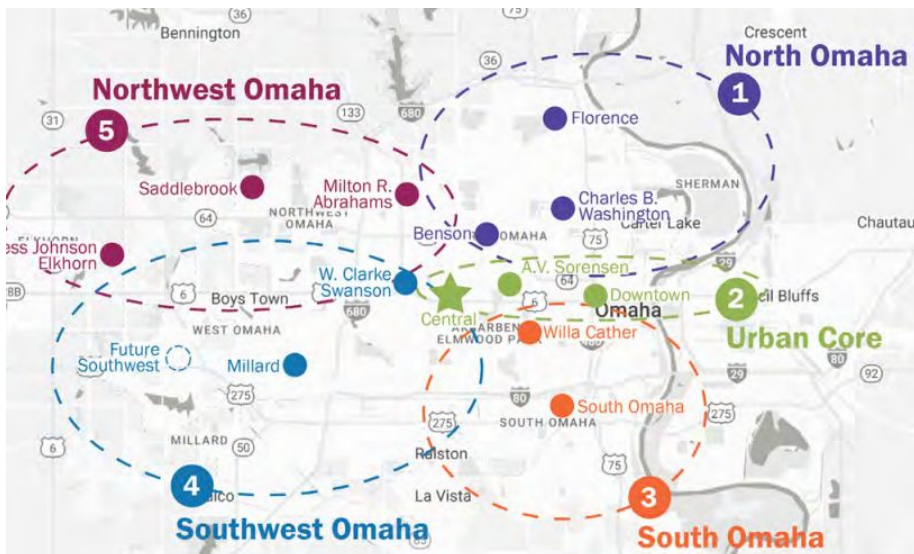
# Tactics





Community members at the Neighborhood Steering Committee orientation.

Think through  
role, purview,  
meeting  
cadence -  
okay to keep it  
simple but put  
it down in  
writing



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# What do you hope to learn: Develop Your “Top Five” (by group type)

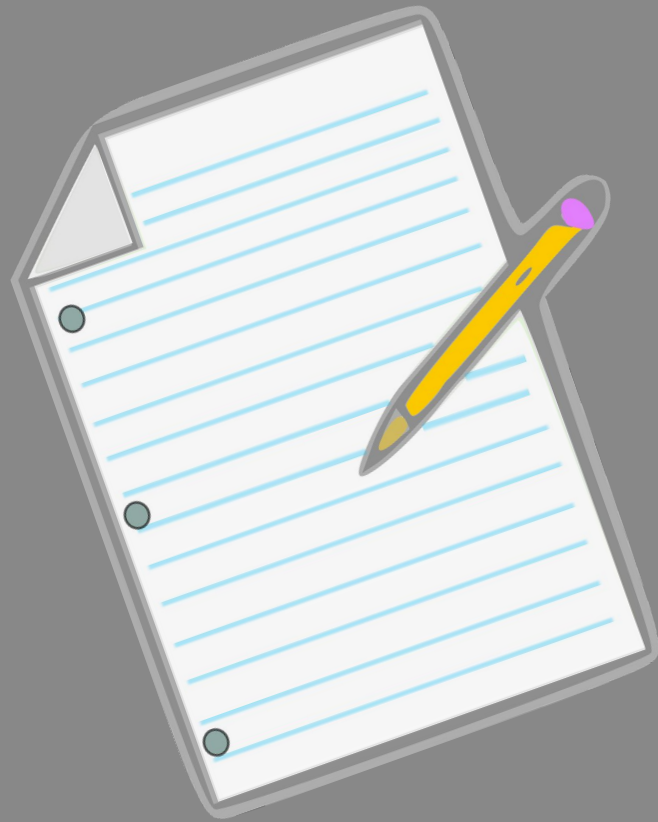
- Where do our target audiences spend their leisure time and gather during their time off?
- Where do our target audiences get their local information and news?
- What specific strategies would motivate our target audience(s) to prioritize using this service?
- How might we test our service ideas with end users early in the process, possibly even prior to launch?
- How might we foster even greater welcome and belonging as a result of interacting with this service?



# Multi-year cultivation

Your opening  
day relationships  
start now





Walking through the  
**Worksheet**



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# Purpose

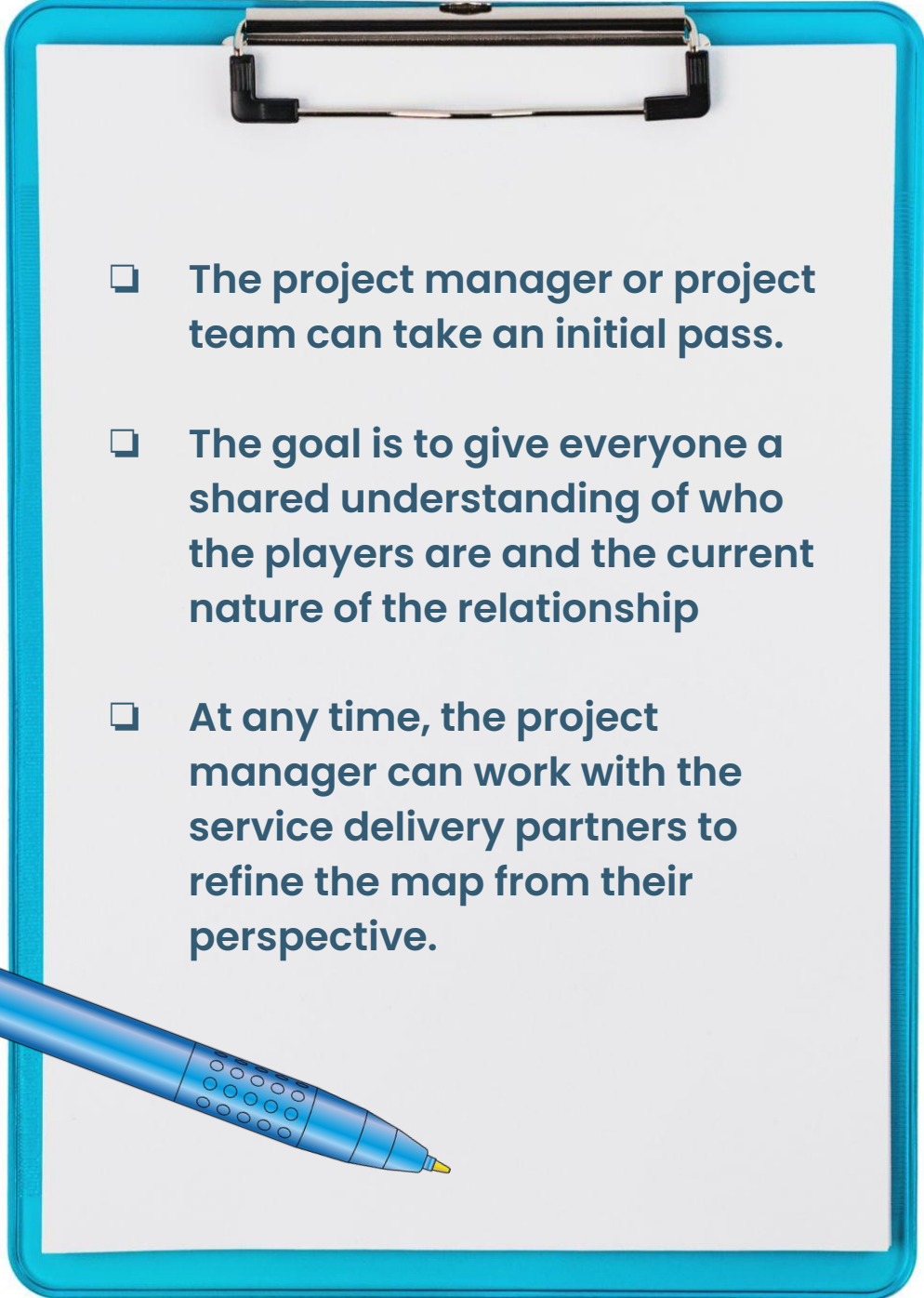
- Generate the full universe of project stakeholders
- Analyze the best way to engage various entities and groups at designated intervals during the planning phase
- Take a realistic view of the minimum level of coordination needed to implement a well-run, well-managed engagement program
- Build long-term awareness, relationships, and trust

## Types of Entities / Audiences

- Service delivery partners
- Municipal and County government contacts
- Main users groups (i.e. Latinx new immigrants, veterans, at-risk teens)
- Other organizations with vested interest and/or relationships with user groups
- Internal staff team
- General public



<b>Entity / Audience</b>	<b>Role</b>	<b>Key point(s) of contact</b>	<b>Current relationship (frequency of contact)</b>	<b>Desired relationship</b>	<b>Engagement Type and Number</b>	<b>How will we document</b>
<b>Service Delivery Partners</b>						
Health Services Dep						
Human Services Dept						
Workforce Dvlpt Dept						
Name of a local non profit	Teen program					
<b>Municipal / County Contacts</b>						
Local transit system						
<b>Other organizations with vested interest and/or relationships with user groups</b>						
Nearby hospital						
Business Improvement District (BID)						

- 
- ❑ The project manager or project team can take an initial pass.
  - ❑ The goal is to give everyone a shared understanding of who the players are and the current nature of the relationship
  - ❑ At any time, the project manager can work with the service delivery partners to refine the map from their perspective.

# Step Two:



## Tracking engagement with partner:

Health Services Dept

Entity / Audience:

Role

Key point(s) of contact

Top 5 Questions:

Notes:

# A Few More Case Studies



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# Case Studies



## Delaware:Rte 9 Library Innovation Commons

Not your usual suspects...  
Getting new users to join in the conversation – active participation

### Identify “Verified Community Leaders”

- Rotary Club President
- Pastors of churches within tight knit community
- Neighborhood - respected leaders of local businesses



*high traffic areas are a great place to start surveying people*

## North Carolina: Carrboro Library

Meet people where they are...pop up engagement

### Identify Local Events

- Farmers Market at the Park
- Drive By Surveys
- Coordinated activity groups



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# A Plug for Gallery Walks and Interactive Fun (later in the process)

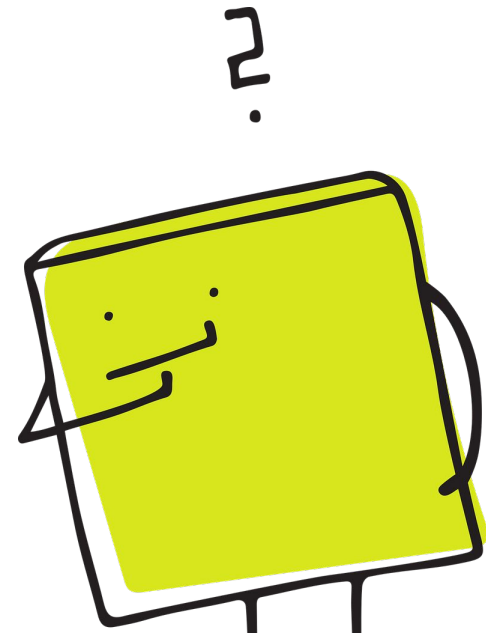
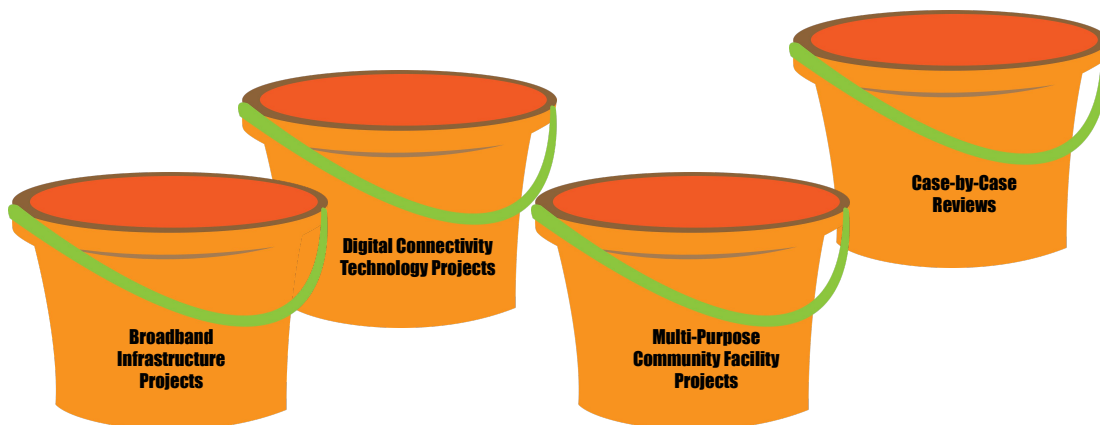


*Community members at the South Omaha Community Open House at the Simple Foundation.*

# Group Discussion



1. Please share favorites stories or examples of community engagement that you've helped lead.
2. How about favorite stories or examples of community engagement where you've been a participant?
3. What support would be most helpful to you going forward? Are you interested in a cohort approach?



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# Thank You!

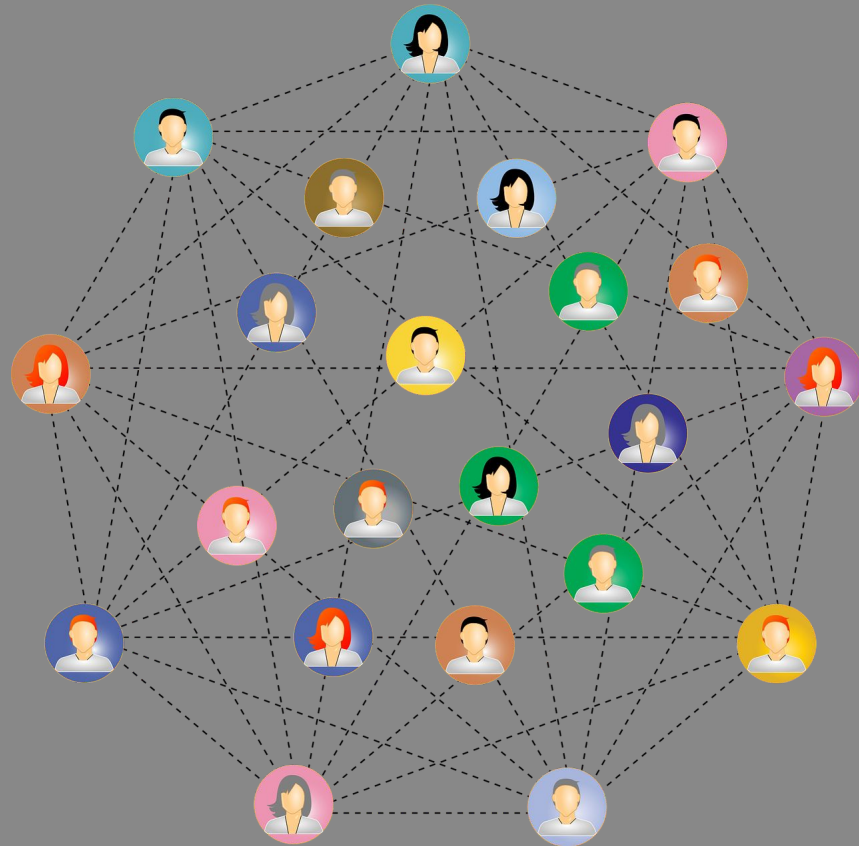
"There is no power for change greater than a community discovering what it cares about."  
-Margaret J Wheatley

Please reach out anytime

[kimz@advancingwithpurpose.com](mailto:kimz@advancingwithpurpose.com)

[ktaylor@kathryntaylordesign.com](mailto:ktaylor@kathryntaylordesign.com)

Why is it  
**Important?**



Who is your  
**Intended Audience?**



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# Think about potential partners and intended audiences – who do you know, who would you like to know?



- Worksheet – a template that is step one, determine roadmap: partners, actual users, focus groups, each silo/bucket
- Help with figuring out the target focus groups and the top five magic questions around each focus group type
- Think: what is each big question for each group? What is the best way to ensure each intended audience comes to actually use facilities?



# Introduction

Everyone here is at different levels on the timeline and we're here to help out those that aren't quite caught up yet


There will also be open floor for you all to talk to each other and ask each other questions. We'll also ask those who are further along in the process to share what's worked, what hasn't.

This webinar will also be a useful forum for you to talk to each other about lessons learned, things you've done, as well as talk to other grantees.



*New Jersey State Library*

*photo source: <https://www.njstatelib.org/about/>*

  
“ALONE, WE  
CAN DO SO  
LITTLE;  
TOGETHER,  
WE CAN DO  
SO MUCH”

HELEN KELLER

**NJ**  **STATE  
LIBRARY**

*An affiliate of Thomas Edison State University*

## Coronavirus Capital Projects Fund Compliance and Reporting Guidance For States, Territories, and Freely Associated States

Please describe how the Recipient incorporated or plans to incorporate feedback from communities, organizations, and constituents when selecting Capital Projects Fund Projects and how the Recipient plans to address feedback (including grievances) received during project construction and/or implementation.

Recipients should report on (and include quantitative information, such as counts, about) the following activities related to community engagement in support of the implementation and operations of each Program and related Projects:



- Community engagement efforts and activities that occurred with and/or in communities served by the Program; Recipients should include information about the types of organizations (such as training providers, community colleges, libraries, churches, and community-based groups) and, where possible, names of organizations and communities the Recipient and Subrecipient(s) were engaged with to support the implementation and operations of Projects
- Outreach, advertising, and translation activities and services deployed to reach communities the Program is designed to serve
- Languages used in community outreach efforts and materials for people with limited English proficiency, and other approaches taken to solicit feedback from underserved communities.

If relevant, Recipients must report on how funds will build the capacity of community organizations to serve people with significant barriers to services, including people of color, people with low incomes, populations with limited English proficiency, and other traditionally unserved or underserved groups. Recipients should also outline any plans to sustain, improve, and or grow community engagement efforts in the subsequent performance year.