

CERTIFICATE IN CONTEMPORARY COMMUNITY ENGAGEMENT

ATTEND OUR LIVE, ONLINE 6-WEEK **COMMUNITY ENGAGEMENT BOOTCAMP**

2 HOURS PER WEEK X
6 CONSECUTIVE WEEKS OF
LIVE, ONLINE LEARNING.
HELD VIA ZOOM.

Background

- **Are you a community engagement practitioner who's feeling in a rut with organising business-as-usual public consultation that doesn't quite hit the mark?**
- **Are you new to community engagement, wanting to dip your toe in the water, but don't know where to start?**
- **Do you work for a council, government organisation or corporation that needs to engage with the community, but you are scared of what this might mean?**

You aren't alone. Now more than ever, the way that people, groups and communities are involved in decision making needs to be got right. Yet we are in a rut.

Trust of councils, governments, business, media and even not-for-profit organisations is at an all-time low. Decisions seem to be made more and more behind closed doors. And when consultation or engagement is undertaken, it's done poorly, using tools and techniques that don't give the people who are interested or affected by the decision a decent chance to influence the the decision being made.

Introducing the Academy Communitas **Certificate in Contemporary Community Engagement**, a program designed to provide you with valuable insights and skills to make a meaningful impact in decision-making processes. Affectionately known in the industry as the '**Community Engagement Bootcamp**', this course has been designed to focus on the depth and breadth of contemporary community engagement strategies that lead to positive outcomes.

During the 6 x 2-hour sessions together, different topics will be presented and active involvement in group discussion as part of the group learning process will be encouraged. There'll be space to ask questions, and to reflect with like-minded souls on what it all means for you and your practice. There will even be some hands-on research and community investigation challenges!

The 6-week live, online course is designed with INSPIRATION and REINVIGORATION in mind. Be a part of it!

WEEK 1

Principles & Models of Community Engagement

Know the differences between the wheel, the ladder, the triangle and the various continuums? And how about the Circle of Public-Initiated Participation? During this first session we'll go through the popular community engagement models. By the end of the session you'll be able to walk the talk and impress the boss by applying some overarching theory to your practice!

- Defining community engagement
- Who is "community"
- Types of community
- Models of community engagement
- Principles & values of engagement

WEEK 3

Techniques to Facilitate Storytelling & Rich Conversations

This session will be jam packed with practical ideas to successfully deliver high quality written, face-to-face and online community engagement. Becky will share her favourite tools and techniques for engaging people in rich dialogue and her love of using a hybrid of methodology to reach the right people.

- The lost art of storytelling
- The Have your Say Global Pandemic
- Dialogue & deliberation
- Tools & Techniques
- Hybrid community engagement

WEEK 2

Who's Who - Knowing Who to Engage

In this session, we will delve into the who's who of good community engagement. We'll look at a range of scenarios and you'll learn a few different methods for identifying who needs to be involved in your project. This session will also introduce the PICNIC model of people identification, mapping and analysis.

- Generalisations of public
- Benefits of delving into who
- Tools for mapping and analysis
- The PICNIC Model™
- Character creation

WEEK 4

High Quality Communication

Often overlooked in community engagement, this session will focus on how we communicate during our community engagement processes. From the start to the end of any process, it's critical that our communications are high quality. Or you'll be met with silence from your community!

- The need for high quality comms
- Strategies for checking language
- Plain English
- Dilemmas & negotiables
- The good, the bad & the ugly

WEEK 5

Engaging Diversity

Continually hearing from the same people with the same opinions? Got the same demographic attending all of your community meetings? One of the most common frustrations in the world of community engagement is not being able to engage with communities beyond the vocal minority. In this session you'll learn some tips, tricks and techniques to engage beyond the usual suspects, as well as how to reach those who are often described as hard-to-reach.

- Vocal minority versus silent majority
- Why do we hear from the same people
- Go where the people are
- Representative democracy
- Preparing for differences

WEEK 6

Creating a Welcoming Environment

We're going to get super practical in this final session with thinking about how we can set up our community engagement initiatives to be warm and welcoming, which result in people being supported to contribute their best! From positioning engagement to be seen and heard through to avoiding the furniture graveyards, this session will leave you itching to set up your next engagement session!

- Position engagement to be seen & heard
- Face-to-face welcoming environments
- Online welcoming environments
- Tips to really show you're listening
- Course reflection

What participants say

- "In all my years of attending professional development for all manner of topics, hand on heart this has been the most relevant, realistic and enjoyable."
- "Taking time out from work to stop and think, take time to plan and resource my projects."
- "I liked that it was a small group, that Becky created a safe space, and introduced concepts from a different point of view..."
- "How to do great community engagement in the real world."
- "Practical and effective tools and mechanisms for connecting with community."
- "Listening to Becky's experiences first hand and that 'lived' experience direct from her"
- "Sharing with like-minded people."
- "Just do it! Get fit at community engagement BOOTCAMP! It's lively, fun and challenging - just like community engagement in the real world!"
- "A great way to refresh your thinking and connect with likeminded engagement experts!"
- "Do it! The experience is well worth the time, investment and reawakens your thoughts on community engagement!"

Who should attend?

This course is ideal for anyone looking to get ahead in best practice community engagement, brush up on their knowledge, freshen their thinking, or reinvigorate their passion!

Whether you're a

- budding community engagement specialist,
- a project manager for a local council,
- a policy maker for government,
- a City Manager,
- an elected official,
- a consultant,
- or anything in between,

if you need to involve people in decision making as part of your work, this is for YOU!

About Becky Hirst FRSA

Your course leader, Becky Hirst FRSA, is the author of *For the Love of Community Engagement*, a reflective memoir that calls for a rethink about how government connects with communities to inform their decision-making.

Through her work over the last 25 years, Becky has worked with hundreds of government clients, helping them to engage with the people they serve. She estimates that during this time she has engaged with over 50,000 people in conversations about things that matter!

Someone recently referred to Becky's community engagement work as finger-painting. But there's absolutely nothing childish, soft or fluffy about what she does. Becky possesses the HARD skills that many political and business leaders find challenging: compassion, authenticity, the ability to genuinely listen and putting the needs of people first.



*Be quick!
Our courses sell out fast!*

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WWW.ACADEMYCOMMUNITAS.COM