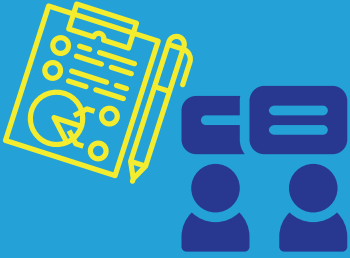


A MYRIAD OF METHODS TO ENGAGE

STRATEGIZE



DEFINE YOUR COMMUNITY:

Define your community:
Who are the people in your neighborhood? Use qualitative, quantitative and anecdotal information.



FREE YOUR MIND:

Dismiss the idea that you **MUST** hold your own meetings. Make life easy for your community and go to them. Get on the agenda for school meetings, bring pizza to the local community center or frequent your local ESOL classes.



ANTICIPATE:

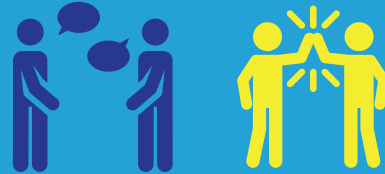
Design a flexible process that responds to the needs and wants of the community.

IMPLEMENT



THE PROCESS IS AS IMPORTANT AS THE PRODUCT:

Create a process that engages as many people as possible. Integrate interviews, surveys, more workshops, multiple community events, etc. Get feedback, new ideas, build ownership, trust and engagement.



COMMUNITY ENGAGEMENT PROVIDES THE ON-RAMP FOR IMPLEMENTATION:

Forums, workshops, surveys, etc. provide 'ways in' to the community. That ownership, trust and engagement is now paying off in seeing the priorities of the planning come to life.

PRACTICE & REPEAT



LISTEN:

Meet people where they are and hear what your communities really think and feel about your museum, and what their aspirations might be.



FOCUS:

Be intentional about the audience/s you wish to engage and target your response/s to reaching them. Don't try to be all things to all people.



BUILD RELATIONSHIPS:

Consider all the tools in your box and create packages of engagement opportunities that are most relevant for your targeted audience.