

HOW TO ENGAGE WITH YOUR COMMUNITY



Tips for cultural institutions
from our President & Managing Partner
JOY BAILEY-BRYANT

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.

PLAN



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.