



Engagementworks

Community Engagement Basics

Introduction

Introduction

Hello and welcome to Community Engagement Basics. We want to congratulate you for acquiring this training course and taking a positive step towards successful community engagement.

We strongly recommend that you take the time to go through the entire course and squeeze out every bit of knowledge that you can.

This course has been designed for people with little or no knowledge of community engagement process or those with community engagement responsibilities needing help to better grasp the fundamentals. It will not only provide you with the knowledge you need to design and implement good practice community engagement but also a great foundation on which to build expertise in this vital activity.

We have designed this course to be used as an aid in your everyday work so that it helps make a real difference to your outcomes. Use the videos and notes as reference materials that can be open alongside you as you tackle community engagement challenges.



Course format



The format of the course is videos which can be watched online or downloaded. These are supported by PDF notes which you can also download. The entire course is presented in convenient sized chunks to make it easy for you to work through. In total there are nine sessions comprising a total of 25 videos and supporting notes. We have also provided cover and contents pages for the notes sections so that you can compile these into a single reference guide.

The structure of the site begins with a home page supported by an entry page for each session on which you will find the videos and notes together with links for watching or downloading.

So what's in the course?

The course is divided into nine easy to follow sessions each comprising between one and six relatively short but focussed videos. The sessions and video titles are shown in the following table.

Course Introduction	Video 0-1: Introduction to Community Engagement Basics
Session 1: What is Community Engagement?	Video 1-1: Defining community engagement – understanding the language Video 1-2: Levels of engagement; the engagement spectrum and its various forms Video 1-3: The OECD guiding principles
Session 2: Why is community engagement important?	Video 2-1: The benefits Video 2-2: The constraints
Session 3: Legal Compliance and Community Engagement	Video 3-1: Including legal and regulatory requirements into community engagement practice Video 3-2: (NZ only) Significance and Engagement – The LGA requirements
Session 4: The Engagement Mind-set	Video 4-1: What is meant by mind-set Video 4-2: Engaging only on the solution Video 4-3: Engaging on the problem and the solution
Session 5: Who is “the community”?	Video 5-1: Understanding stakeholders and their differences Video 5-2: Stakeholder analysis Video 5-3: Engaging with stakeholders
Session 6: What's in a community engagement toolbox?	Video 6-1: Understanding the environment in which tools will be used Video 6-2: Deciding which tools to use Video 6-3: How to use the tools
Session 7: Engaging online	Video 7-1: Community Engagement and social media Video 7-2: The benefits and constraints of engaging online Video 7-3: How to engage online successfully
Session 8: Planning for community engagement	Video 8-1: The planning process
Session 9: Building and implementing a Community Engagement Plan/Strategy	Video 9-1: Building an engagement plan - overview Video 9-2: Objectives, goals, deliverables and the operating environment Video 9-3: Stakeholders Video 9-4: Potential community engagement project team Video 9-5: Your community engagement plan Video 9-6: Your action plan



In the first eight sessions we run through all of the learnings you need to understand what community engagement is, who the community is, why the right mind set is so important, the tools available to engage your community and how to pick the right tools for the job, engaging online and the all-important planning process.

In session nine we build an engagement plan using a series of templates. This material in this session can be used to build your own plan for your own project.

Self-Study Tips

Here are some self-study tips to help you along the way.



Set realistic goals. Setting work goals for yourself, ones that realistically fit in with your life and other commitments, is important when creating self-study habits. You can set yourself up for success by assigning only a certain number of lessons each day, adjusting your workload according to how hectic your schedule is in any given week, and giving yourself a mental break each week to let your mind rest.

Find what works for you. There are many different ways to learn, and it is important to adjust studying techniques to find what works for your brain. Some people prefer the notes to the videos and some like to review both the videos and the notes together. Discover whatever works best for you, and stick with it.

Review material the same day you learn it. After watching a video or reading the notes, make sure you review all the new material, by making notes, practicing your new skill, or reading over a lesson again, to help it resonate. While this may seem tedious, it only takes a short amount of time. Reviewing can help with long-term absorption of material.



Study in short, frequent sessions. Instead of treating your study session like a marathon, break up your material by topic into a series of short sessions, separated by short breaks. That way, you won't be staring at your computer or reading for too long. While cramming may seem like a great way to cover a lot of material in a condensed amount of time, studying in short, frequent sessions is a more effective way to learn subject matter and self-study.



Prepare and maintain your study environment. When learning remotely it is important to create a study space for yourself. By setting aside a desk or table that is a designated environment for self-studying or completing an online course, you will know to be mentally prepared to learn when you enter that space.

Taking Action

Purchasing an online course like this puts you in the driver's seat. You decide when to watch the videos and read the notes. You decide what order to follow through the course and whether to complete all or just some of the lessons. The pace of learning is all up to you.



We suggest that you begin by watching all of the videos to get a sense of the material and flow of the lessons. Then go back and cover each lesson in detail.

To get the most value from the course it is important to go through all of the material carefully and to set a learning plan that will work for you and ensure that you get the most benefit from the course. Ongoing commitment and discipline are important elements in self-paced learning.

You will find other helpful material on our website at www.engagementworks.co.nz .

You can also contact us at admin@engagementworks.co.nz with questions or for any help you may need. We can only succeed if you succeed.

Now it's time for you to take action.

