

Blueprint Learning Network
Nov. 13-14, 2007
Oakland

Day 1 Peer-to-Peer Exchange: Effective Outreach Strategies and Gaining Consensus

Topics for Discussion & Questions:

A. Outreach

- How do we identify community groups?
- Going to the people (factors: time and making it fun)
- Messaging
- Getting people to meetings
- Media

B. Building Solutions and Consensus

- Balance interests and needs
- Long-term vision
- Ongoing issues, “minority issues”

C. Meaningful Engagement?

- Coming to us!
- Managing expectations
- Providing resources
- What is the community’s role?
- Establishing dialogues

Solutions based on Discussion:

A. Meaningful Engagement:

- Clear purpose, agenda and desired outcomes
 - Structure and flexibility
 - Facilitation
- Understand appropriate approach
- Utilize “trends” info
- Communicate:
 - Scope
 - Roles – Public roles, Policymakers roles
- Assess and build trust levels
- Integrated planning

B. Outreach

- Non-traditional methods:
- Web-based
- One-on-one: phone calls, email, outreach trees

- Community collaborations:
 - Churches
 - Foundations
 - Local Agencies
 - Media
 - Schools -> Parents

- Amenities/Services
 - Food
 - Transportation
 - Childcare

- Go to the people (diverse issues)
 - BIA's
 - CBO's
 - Ongoing communication to build trust

- Messaging:
 - Target Audiences
 - Clear statewide coordination

- Polling
 - Quantitative