# MNL CONVENTION

# PUBLIC ENGAGEMENT 101

Bojan Fürst

November 6, 2015

# OVERVIEW

What is engagement?

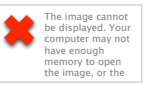
What is *public* engagement?

Rules of engagement

Spectrum of engagement

From theory to practice





# WHAT IS ENGAGEMENT?

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**engage** |enˈgāj| (verb)
**1** [with obj.] occupy, attract, or involve (someone's interest or attention): *he plowed on, trying to outline his plans and engage Sutton's attention*.

- (**engage someone in**) cause someone to become involved in (a conversation or discussion).
- arrange to employ or hire (someone): *he was engaged as a trainee copywriter*.
- [with infinitive] pledge or enter into a contract to do something: *he engaged to pay them $10,000 against a bond*.
- dated reserve (accommodations, a place, etc.) in advance: *he had engaged a small sailboat*.

**2** [no obj.] (**engage in**) participate or become involved in: *organizations engage in a variety of activities* | (**be engaged in**)*: some are actively engaged in crime*.

- (**engage with**) establish a meaningful contact or connection with: *the teams needed to engage with local communities*.
- (of a part of a machine or engine) move into position so as to come into operation: *the clutch will not engage* | [with obj.] *: he engaged the gears and pulled out into the road*.
- [with obj.] (of fencers or swordsmen) bring (weapons) together preparatory to fighting.
- [with obj.] enter into conflict or combat with (an adversary).

ORIGIN late Middle English (formerly also as *ingage*): from French ***engager***, ultimately from the base of ***gage.*** The word originally meant ***'to pawn or pledge something,'*** later ***'pledge oneself (to do something),'*** hence ***'enter into a contract'*** (mid 16th cent.). ***'Involve oneself in an activity,' 'enter into combat'*** (mid 17th cent.), giving rise to the notion ***'involve someone or something else.'*** (From Apple Dictionary, ver. 2.2.1, 2011)


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# WHAT IS ENGAGEMENT?

**Working definition:** Meaningful and productive relationships between things/people/groups.



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# WHAT IS *PUBLIC* ENGAGEMENT?

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## Memorial's Public Engagement Framework – Definition

"Public engagement at Memorial encompasses collaborations between people and groups within Memorial and people and groups external to the University—i.e., the 'public'—that further Memorial's mission. Drawing on the knowledge and resources brought by all involved, public engagement involves mutual respect, mutual contributions and mutual benefits for all participants."

(Memorial University's Public Engagement Framework Document)



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# WHAT IS *PUBLIC* ENGAGEMENT?

## Memorial's Public Engagement Framework – Vision & Values

*"Our Vision is for Memorial University to be a world leader as an engaged public university, through our special obligation to the people of Newfoundland and Labrador."*

Memorial's culture of public engagement will be guided by:

- Respect
- Equity and diversity
- Integrity, transparency and accountability
- Accessibility and responsiveness
- Excellence



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# WHAT IS *PUBLIC* ENGAGEMENT?

## Memorial's Public Engagement Framework – Goals

**Goal 1: Make a Difference!** Make a positive difference in our communities, province, country and world.

**Goal 2: Mobilize Memorial!** Mobilize Memorial for public engagement.

**Goal 3: Enable Engagement!** Cultivate the conditions for the public to engage with us.

**Goal 4: Bridges to Engage!** Build, strengthen and sustain the bridges for public engagement.



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# RULES OF ENGAGEMENT

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**Golden Rule:** Engage unto others…

Engagement is about relationships.

- Mutual respect
- Mutual contribution
- Mutual benefit



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# RULES OF ENGAGEMENT

1. Engage for the right reasons. (Why engage?)
2. Engage the right people. (Who to engage?)
3. Engage at the right times. (When to engage?)
4. Engage the right amount. (How to engage?)
5. Engage the right ways. (Ways to engage)



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RULE 1

# ENGAGE FOR THE RIGHT REASONS

# WHY ENGAGE?

Better results (public engagement)

- Better projects/products/processes/services
- Better ideas

Better democracy (civic engagement)

- Better decisions
- Better distribution of power

Better relationships

- Increase trust/buy-in/ownership
- Build capacity
- Mutual benefit



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RULE 2

# ENGAGE THE RIGHT PEOPLE

# WHO TO ENGAGE?

Stakeholders: who has a stake in the project?

- Community
- Industry
- Government
- NGOs
- Citizens



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RULE 3

# ENGAGE AT THE RIGHT TIMES

# WHEN TO ENGAGE?

At what point in the process should engagement happen?

- Before?
- During?
- After?
- Throughout?



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RULE 4

# ENGAGE IN THE RIGHT AMOUNT

# HOW TO ENGAGE?

What is the best way to get the most mutual benefit?

- Before?

What is the best way to connect with stakeholders?

- Before?



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RULE 5

# ENGAGE THE RIGHT WAY

# LEVELS OF ENGAGEMENT

Meet your partners…
Where they live
On their terms
In their language
In ways that fit their lives


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# SPECTRUM OF ENGAGEMENT

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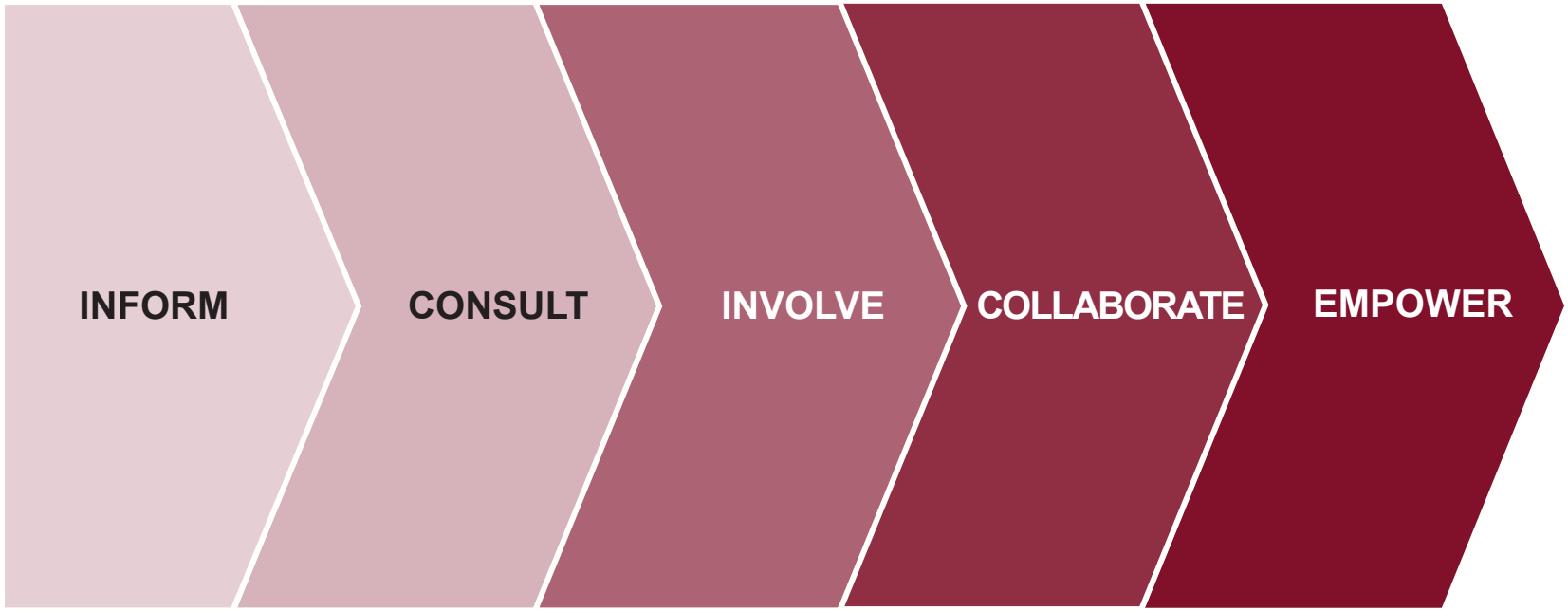


Adapted from the International Association for Public Participation

# SPECTRUM OF ENGAGEMENT

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THAT'S THE THEORY ANYWAY

ROAD… MEET RUBBER...

# WHAT IS THE HARRIS CENTRE?

The **Harris Centre** has a mandate to:

- Coordinate and facilitate University's regional development and public policy activities
- Advise on building the University's capacity in regional development and public policy
- Identify priority themes and projects relating to teaching & learning, research, and public engagement



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# WHAT IS THE HARRIS CENTRE?

- In other words: The Harris Centre connects the resources of the University with the regional development and public policy needs of the province. Primarily through:
  - Regional Workshops
  - Public policy forums
  - Project brokering
  - Research funding
  - Yaffle


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# WHO AM I?

# WHO AM I?

**Bojan Fürst**

Manager, knowledge mobilization,
The Harris Centre



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# TWO THINGS I DO

- Knolwedge mobilization
- Knolwedge brokering


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# KNOLWEDGE MOBILIZATION

## MAKING RESEARCH USEFUL TO SOCIETY

# KNOLWEDGE MOBILIZATION

## The Harris Center Definition

Knowledge mobilization is about putting available knowledge into active service to benefit society. Both research knowledge and experiential knowledge are worth sharing for the benefit of all. Knowledge mobilization is always about knowledge exchange and it should be mutually beneficial.



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# KNOLWEDGE BROKERING

## PERFORMING JEDI MIND TRICKS ONE RESEARCHER AT THE TIME

# WHY DO YOU CARE?

# SOME THINGS I LEARNED ALONG THE WAY

It can’t be just about you

Power

The art of not being a nuisance

Relationships matter

And the most important thing…



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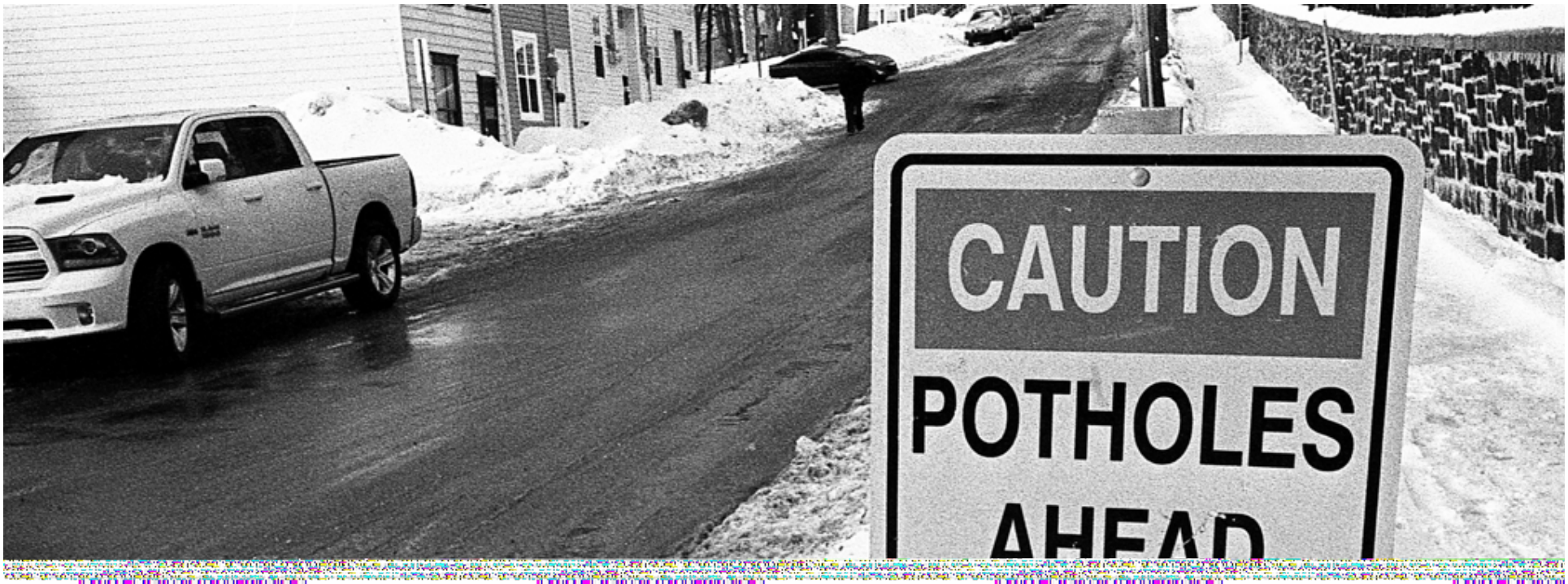
CAUTION
POTHOLES
AHEAD

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