



## Public Engagement: The Vital Leadership Skill in Difficult Times

Wednesday, May 15, 2019

### Questions for Reflection (IN ADVANCE)

- How has your view of public engagement shifted over the course of your career in local government?
- In what ways does the community you serve look different than it did 30 years ago? In what ways has it remained the same? (demographically, urban/rural shifts, key industries, political views)
- What is one local issue that you think could benefit from *good* public engagement?
- What would you or your colleagues identify as some of the barriers to, or legitimate fears of public engagement around this issue?

8:30 – 9:00 am	<b>Registration Opens</b>
9:00 am – 9:30 am	<b>Welcome, Introductions and Overview</b> <ul style="list-style-type: none"><li>- course overview/ agenda/ logistics</li><li>- key objectives/ takeaways</li><li>- introductions</li></ul>
9:30 – 10:30 am	<b>Why Public Engagement? Why Now?</b> <ul style="list-style-type: none"><li>- key drivers of the need for good engagement</li><li>- overcoming engagement anxiety</li><li>- the engagement education gap</li></ul>
10:30 – 10:45 am	<b>Break</b>
10:45 am – 11:30 am	<b>Peer Learning Workshop: Becoming an Engagement Champion</b> <ul style="list-style-type: none"><li>- evaluating past engagement</li><li>- identifying your agency's hurdles</li><li>- who needs to be onboard</li></ul>
11:30 – 12 pm	<b>Full Group Report Back – So Now What?</b>
12-12:45 pm	<b>Lunch</b>
12:45 – 1:45 pm	<b>Reconvene: A New Public Engagement Outlook</b> <ul style="list-style-type: none"><li>- matching Process to Purpose</li><li>- new identities for Government and Residents</li><li>- new lenses: thinking like a facilitator, marketer, participant</li></ul>
1:45 – 2:30 pm	<b>Peer Learning Workshop: Plotting Your Public Engagement Course</b>
2:30 – 2:45 pm	<b>Break</b>

2:45 – 3:00 pm

Case Stories

3:00 pm – 4:00 pm

**Full Group Workshop: Implementing Public Engagement as a Leadership Skill**

4:00 pm

**Evaluation and Adjourn**