Can We Hear You Now??:
New Approaches to Stakeholder Engagement

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Perspective

"You can howl at the moon all you want, but all you are going to end up with is a sore throat."
City of Wichita Council Member
George Rogers

Perspective

• A national survey conducted by Hart/Teeter for the Council for Excellence in Government found that 9 out of 10 respondents could readily cite examples of the "biggest problems" with government.

• Only 42 percent could identify any successes.
Perspective

- Kaifeng Yang “Public Administrators’ Trust in Citizens: A Missing Link in Citizen Involvement Efforts”
  - “Whether I trust citizens or not has no impact on my decision making in my job.”
  - 46% of Public Administrators Agreed
  - The study finds that public administrators’ trust in citizens is a relevant predictor of proactive citizen involvement efforts.

Why Engage?

- Disseminate information
- Encourage community connection
- Build bridges with and between citizens
- Build trust

Public Value

Balancing the Concerns of Current & Future Generations
- I am willing to make personal sacrifices for the well-being of future generations (85.7%)
- Most people are willing to make personal sacrifices for the well-being of future generations (41.7%)
- Our community should strive to balance the needs and concerns of current and future generations (97.0%)
Why do your organizations engage?

Be a “wedding crasher”

Examples

• Schedule to provide programming at scheduled meetings of various community organizations
  – Strategic Planning Processes (Rose Hill, Goddard, Moundridge)
  – ACT ICT
  – United Way Loaned Executive – Development Campaign
• Set up booths at events (festivals, fairs, etc.)
• Go to the classroom – get the youth perspective

Don’t overlook the power of an invitation!

Examples

• Send a personal letter of invitation from the chair of your council, board, or commission
• Send reminders, make a phone call
• Invite through newsletters, newspapers, flyers, through other forms of announcement (radio shows, at school events, etc.)
Plan the Space

- Ensure that the environment is welcoming and inviting for conversation
  - Venue choice
  - Lighting/acoustics
  - Food
  - Room setup
  - Be respectful of time
  - Provide childcare

What are some other examples of how to effectively engage?

An Engagement Culture

- Engagement is a continual process
- Follow up is critical
  - Provide citizens affirmation that they have been heard
  - Inform citizens on direction
  - Explain to citizens the decision making process
- The process will build trust

Innovative Tools

The BUILT Game
It’s all about connecting...

Social Media is a prime example that people need and want to be connected...

Facebook (source: Facebook.com, as of June 2014)
- 829 million daily active users
- 654 million mobile daily active users

Twitter (source: twitter.com, as of July 2014)
- 271 million monthly active users
- 500 million Tweets are sent per day

Other Innovative Tools?
Lessons learned? Fabulous flops?

Thank you!