CP 298 - Community Engagement for Planners and Developers

Course description

In this one-credit class, to be held January 4-15, 2021 students will gain concrete tools and a framework for planning and conducting community engagement to incorporate public priorities into their projects. Building on the principles and best practices for public participation, students will learn, through practice, how to build and implement an engagement plan, including how to identify and prioritize key stakeholders and how to select appropriate techniques for gathering input, including using social media and online tools. Students will discuss the importance of framing public participation with an equity lens; collaborating with community partners; and preparing in advance to incorporate learnings. In addition, students will have space to discuss the importance of empathy and cultural humility in engagement processes. Students will work from a current, real world case with instructor Heather Imboden (Communities in Collaboration), as well as guest experts in equitable community engagement, to understand the complications of the project and develop different approaches to working with the community. Students can expect to gain hands-on experience throughout the course.

Course requirements
- Active participation in class each day
- Presentation of elements of an engagement plan – as a presentation or a poster. Time will be allotted throughout the week for development of this deliverable in small groups.

Course content

Introduction to community engagement
- Public participation - why do it?
- Core values and principles for engagement professionals
- Understanding our own roles and biases

Approaches to community engagement
- Introduction to engagement frameworks
- The fundamentals of engagement plans
- Defining and reaching "the community"

Tools and techniques
- Overview of popular engagement techniques
- Tools for planning and leading engagements
- Facilitation and communication fundamentals

Imagining new ways of working
- Centering equity in engagement practices
- Pivoting to digital in uncertain times
- Supporting community-led processes

Putting it all together
- How to use what you learn from the community
- Finalizing and presenting engagement outcomes
- Evaluating engagement process