

## **GROUP ACTIVITY #1**

### **ACTIVE & PASSIVE ENGAGEMENT**

With your group consider the scenario outlined below. Create a hypothetical active and passive public engagement concept that could be implemented to gather public input for your scenario based on the information provided. For each concept consider the following:

Where will the engagement take place?

Why will this engagement format generate a positive experience?

What restrictions need to be considered given the desired audience?

How will your engagement process gather information?

How would you evaluate the success of the engagement?

#### **Scenario #1**

You run a local theatre facility and you want to undergo an expansion to accommodate some additional uses by your organization. Develop an engagement process to connect with the other performance-based artists and organizations in your community to assess their need for space, and possible alignment with your renovation? You have been given a \$1000 budget and the event cannot take place in your venue due to your bustling schedule.

#### **Scenario #2**

A patron of your organization has passed away and left their heritage estate to your organization. The property is in terrible shape but has “loads of potential”. The Board wants to determine the public appetite to make financial contributions to the project in short order. You have access to the grounds and a full weekend to engage the community.

#### **Scenario #3**

You run a non-profit gallery in a small community. Audience development has been slow, and in turn your building is in need of repair as cash flow has kept you from some key maintenance issues. It's September, and you have until December to make some critical choices about your property. You have use of your gallery, some time, and a core group of visual artists who are committed to the cause.

## GROUP ACTIVITY #2

### 4I & IAP2

For each process (4I and IAP2) run through a scenario for each participant at the table.

Every organization has a weak demographic. You wish you could reach high school students. You're always in need of more corporate partners. Or maybe you want to focus on new residents in your community. Consider your own organization and how an individual of that demographic would pass through the 4I process. Look for points in the process where the offering or opportunity isn't clearly articulated.

### 4I PROCESS

Identify	Who do we want engaged in this process?
Inform	What tools do we use to reach that audience?
Involve	What options are available for being engaged in the process?
Invest	How do we formally convert interest into investment?

Once you've all had a chance to run a demographic through the 4I process, consider how you would go about addressing that issue and which IAP2 layer would be most effective and why.

### IAP2 PROCESS

Inform	Provide quality information
Consult	Gather public feedback on decisions or processes
Involve	Work with the public throughout a process to ensure consistent feedback and analysis
Collaborate	To partner with the public in all aspects of decision making
Empower	To place final decision-making power in the hands of the public