

Challenge: A lot of business fatigue after covid

Low participation

Success with job fairs and positioning services around that

post it activity balancing work/life: Something you are excited and something a part of your work

multiple means of communicating with different types of business

Want to engage different levels of business; small business don't always have capacity for engagement

Compensation University of Alberta: Pizza but \$25 gift card; for people earning low wages, it was valuable

Community engaged learning challenge: diverse group of partners

Is there an area that is undiscovered?

Crossroads as critical for business engagement

who are we missing and not serving?

Career fair; right by cafeteria so they came; people got their information from posters

Student involvement: use student volunteers to be student ambassadors

What ideas do you have for how to respond to your community engagement challenges?

Ask: what is the benefit to small business; networking and connecting can be value add

mindful of how we engage

Challenge: being new to a role

Needs of clients have changed

walks levels are not the same

One thing that works well: let's not create anything new, leverage what already exists

in person contact and Posters are working over social media

Door to door type campaign

Employment Engagement Strategists

more complex barriers for clients are emerging

Challenge: Indigenous Communities; how to engage community members to come out in a better way

defining the roles

Targeted outreach

Quelles sont vos idées pour mieux répondre aux défis de l'implication communautaire?

Collaborate: Partner with other organizations or individuals to achieve common goals and strengthen your community.

fill the gap for small businesses to help with engagement

help to be that capacity builder

Foster a sense of belonging

Working with young people: timing piece

transparent conversations

contact the community Appreciative that reached out

don't want to hijack a position

who is doing the inviting?

School Liaisons in school and employment centres

Offer value to your community members by creating content, tools, or services that they find useful or interesting. This could be educational resources, interactive tools, or events.

Knowing your audience

don't be condesending

how to get people to come out; offer dinner, door prizes

do we offer a cultural component? Services on the outside of events

Invite community groups at key moments; eg. parent teacher interviews

Cultural events with student involvement; community came to the school

**Aha moment:** Gradients of Agreement. I see lots of value using this in our leadership programs and within our team.

**Matrix of community engagement:** helping researchers identify what kind of engagement they want with the community

Often you return to the same people for engagement and this can lead to burnout - try asking for fewer meetings/providing more information so as to not burden them more

Research involving Indigenous groups policy: if your work will impact Indigenous groups, there is a policy on reaching out before you apply for funding

Can be other ways that insure inclusivity and engagement for broader groups

How do we shift to change work? One example: stopped asking for things for free - from program development and request for proposals. Build funding for ongoing engagement

**Recognition of time, value, contributions. Development of honoraria guides**

**What ideas do you have for how to respond to your community engagement challenges?**

**Quelles sont vos idées pour mieux répondre aux défis de l'implication communautaire?**

Going into the community, putting the time to meet them where they are is helpful for creating relationships and getting that pre-pandemic engagement

Seeing a trend of development of participatory grant making. Collaboration with people in the community to generate genuine engagement with the project

**Challenge: labour market impact on ability to engage employers in community events. Employers are challenged in time and availability to participate**

**Challenge: Referrals for youth programs come from teachers/G Councilors. Lots of turnover resulting in changing relationships and need for changing recruitment strategy**

Taking on extra work feels like a challenge - looking for ways to create engagement that has benefits for participants. Building relationships based on asking for help but also giving back

Interesting transition to community led - rather than positioning yourself as the leader who is organizing, position the audience to be greater leaders of the event

**Ability to engage (especially in schools) feels lower this year because people are overburdened and overtaxed. Need to come up with new ways and sensitivity to needs**

Have great free programs engaging the community and teachers aren't taking them. (Ex: financial workshops). Working with school boards but messages not reaching teachers

**Working more with community orgs to reach students by integrating programs with existing organizations**

## Diversity

Teaching partners to champion digital technology as a form of engagement in addition to engaging with EDI strategies

Indigenous representation and engagement is important in our connections

multi-model - offer in person and then do a Zoom session on the same topic but there are still hybrid classes because there is not enough time to do both so it's forcing them to do integrated

working with people with disabilities, Indigenous groups, and newcomers - different approaches of supporting diverse communities



bringing a human component to technology

multimodal is a challenge but has potential to work well

instead of competing, let's try to collaborate

## Breakout Room 3

long-term relationship required

What ideas do you have for how to respond to your community engagement challenges?

Quelles sont vos idées pour mieux répondre aux défis de l'implication communautaire?

## Accessibility and technology

serves community but also important to learn how to engage community

issue of accessibility - internet connection may not always be reliable for all students but it's important to provide options for the community to engage them more

technology is really important to deliver (i.e. Jasper)

working with diverse groups bring their own challenges - need to communicate with diplomacy and sensitivity otherwise there is the risk to bring the whole initiative down

offering as many options as we can to deal with accessibility issues

need to offer all available options to reduce barriers

**QUESTION: What exactly does "hybrid" really mean in the post-pandemic world? What do "successful" hybrid options look like? E.g., combination approach?**

Education – not a lot of knowledge of what 'hybrid' is vs. what it could be..

This could look like a mix of virtual and in-person offerings, with a "virtual headquarters" e.g., a platform to bring everyone together.

Needs assessment to better understand what the end-user wants.

Explore co-designed approaches to offering hybrid options. I.e., Asking end-users what they need and then co-designing hybrid options together.

Address the "disconnect" with education about tools and hybrid options. Have a mentimodal option

Use tools like Mentimeter to facilitate more fruitful virtual engagement  
<https://www.mentimeter.com/>

**What ideas do you have for how to respond to your community engagement challenges?**

**Quelles sont vos idées pour mieux répondre aux défis de l'implication communautaire?**

Explore what value and benefit you can provide community members or stakeholders, and use that to help drive engagement.

**How do you help facilitate peer-to-peer, user driven engagement?**

Identify key stakeholders who can support the cause.

Identify the highly engaged people in the community to spread content

How to best drive engagement across different chapters of an organization, including hybrid engagement. How do you keep them motivated and engaged?

**Emphasis on purpose**

Identify "strong voices" and try to engage them in more leadership positions and support with engagement

Liked the levels of agreement with decisions - can be easily done in a hybrid environment

Get away from force-fit different modes of participation in the same mode of activity can end up as an inferior experience

Apply purpose and what you are trying to do/share/facilitate in different ways natural to their modes

Meet community members where they are at

Ask the questions about what participants need BEFORE the event and make it part of the planning process.

exploring different ways of modes of communication

Important to find different ways to engage and creating a safe space to speak.

**What ideas do you have for how to respond to your community engagement challenges?**  
**Quelles sont vos idées pour mieux répondre aux défis de l'implication communautaire?**

Know the different power dynamics in the room.

Trust in community to know what they need

having different modes is important

when engaging, having a true representation of the community and looking at different ways. Some are unable to come in person-barriers or virtual engagement

What do we get energy-wise when being together in person?

It is a struggle to get people involved and excited

Engagement is done with and informed by communities - not done to communities

Community engagement is not a one-time meeting. A series of conversations/engagements builds the relationship & trust over time

How do you create the atmosphere when people are in-person and online?

Honour the uniqueness of the human engagement process

Key is building trust - can't do it if you don't know the community. Need to develop empathy, understand challenges, read body language

**Create a safe space.**

The way you show up for people influences what they share with you.

Challenging to get hybrid to work for everyone

What gets lost when you are not in-person with people?

**Challenge:**  
Engaging youth post COVID

**challenge:**  
time

**Amount of effort this work requires**

Unique challenges in-person and online (e.g. tech and programmatic support needs)

**Repairing past harm done to community**

**Bring in trusted people (e.g. coaches, teachers)**

Find what they are doing and how they are doing it. Support what is already being done by community groups

**Make it fun, engaging, organic!**

Shift towards community-led engagement - Let it be led by the students/community

**Ally program**

**Go where the community is already convening**

Engage with existing groups in the community (e.g. senior centers) - tapping into their knowledge

**Make spaces for people to come together**

**What ideas do you have for how to respond to your community engagement challenges?**

**Quelles sont vos idées pour mieux répondre aux défis de l'implication communautaire?**

**Hybrid - foster a sense of belonging**

**Hybrid - connect with like-minded people**

**Tools - Thought Exchange (high engagement with students) - can build on other people's thoughts**

Increasing a sense of belonging virtually -> Community forum - sharing ideas with others

**Listen to community -> Asking the community 'what do you need?'**

**Have flexibility in structures and processes to allow community to lead the work**

Trust the community to do the work. Provide them with the resources (funding, space) need to get it done. 'get out of their way'



