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strong communities  
from the ground up

# Resident Engagement: Considerations and Strategies

September 29, 2016



- 1. Welcome & Introductions**
- 2. Framing the Topic & Why?**
- 3. Learning from One Another**
- 4. Impact of Engagement**
- 5. Take Away's**
- 6. Questions & Evaluations**



# Introductions

# Welcome & Introductions



- ▶ Who?
- ▶ Where?
- ▶ Favorite Dessert

# Answering the Question



**I felt part of a community when . . .**

# Framing the Topic & Why?



- ▶ Resident engagement can mean many different things.
- ▶ Focus: Engaging residents – homeowners or renters – living in CLT homes
- ▶ Not necessarily something every CLT or other housing models do at all – let alone well
- ▶ Significant impact on individuals, organization and community if done well and genuinely

# Fundamentals



- ▶ Seek First to Understand
- ▶ Effective Listening
- ▶ Connecting Communities
- ▶ Open mind – Open Heart





# General Considerations



# General Considerations



- ▶ Introduction
- ▶ Working with table mates, identify things to consider before engaging residents within each of the headings on the large sheet.
- ▶ Note the things identified or discussed in each of the areas.
- ▶ Be prepared to share one or two things with the larger group.

# Key Elements




- ▶ Inclusion
- ▶ Clarity / transparency
- ▶ Communication
- ▶ Follow through
- ▶ Variety
- ▶ Courtesy / appreciation



# Strategies & Methodologies

# Examples



- ▶ Create a lot of entry points
- ▶ Set shared vision, goal and work to achieve something together
- ▶ Process  Product
- ▶ Community ownership
- ▶ Representative governance

# Ambassadors



- ▶ Chinmayo
- ▶ Eros
- ▶ Shannon

# Learning Together



- ▶ Work at your tables
- ▶ Identify an engagement aspiration or challenge of a member at the table
- ▶ Identify 3 to 5 strategies for the aspiration or challenge
- ▶ Please have someone take notes and be prepared to share your work with the larger group.



**Questions?**



# Evaluation



# Evaluation



*The one thing I wished they would have talked about is ...*

*Next time I would leave out ...*

*One thing I learned is ...*

*Hmm, I'm not sure they want to hear this? (We do!)*



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**Thank you!**