Intro to FN Community Engagement

Sept 23, 2020

1:00 PM

Introduction and Welcome

- Michael S. Jacobs
- CEO of CIPS
- Have held many different types of engagements
  - Surveys
  - Community Meetings
  - High Anxiety Leadership meetings
  - Large Scale Community Meetings
  - Highly Produced Sessions
- We want to offer some ideas / tools / thoughts in today's world

Engagement Vs. Consultation

- We are not talking about formal Duty to Consult here

- Engagement is an important element of formal consultation procedures:

Engagement = Involvement

Engagement Misconceptions

- 100% Engagement is not a good goal:
  - People may not be interested; People may not care; People may be busy; People are people and may just not show up; people may not like you ☺
  - Be realistic about engagement goals and determine viable REPRESENTATIVE SAMPLE:

  A representative sample is a subset of a population that seeks to accurately reflect the characteristics of the larger group.

  For example, a classroom of 30 students with 15 males and 15 females could generate a representative sample that might include six students: three males and three females.

First Nation Representative Samples

- Technically, a representative sample requires only whatever percentage of the statistical population is necessary to replicate as closely as possible the quality or characteristic being studied or analyzed.

  - For example, in a population of 1,000 that is made up of 600 men and 400 women used in an analysis of buying trends by gender, a representative sample can consist of a mere five members, three men and two women, or 0.5 percent of the population.

- This doesn't seem right does it...planning engagement or involvement requires thought about what is considered good representation

Nijichaagominaanig **gaa-onji-bakewinidiyaang**

First Nation Representative Samples

- Your community may be 1000 people:
  - 500 men; 500 women
  - 20 elders
  - 200 youth
  - 30 language speakers
  - 10 that are passionate about climate change
  - 80 that love Chief and Council; 800 that don't pay attention to Chief and Council, 120 that despise Chief and Council
  - 12 different core family groups
  - 6 different clans represented
  - 600 off territory; 400 on territory

- Think about what your viable Representative Sample of this group
  - One from each bullet?
  - Can a person be from two bullets / three bullets?
  - Do we only want engagement from those are passionate? What if they are all female?
    - It is ok – depending the goals and objectives of your engagement...

- The representative sample is determined by you. (it will relieve a lot of pre engagement stress)

FN Engagement Beginnings

- Invitations are the best way to initiate engagements
  - You can target your representative sample audience
  - You can make people feel important
  - You can increase the level of 'obligation' to attend
  - You will ensure a representative set of voices in the engagement
  - You will get 'I didn't know about that, no one asked me, I don't believe in the outcome because I was never part of the process.' Our communities love that.
  - By inviting with RSVP's you can reduce a lot of pre-event stress.
  - Worried about being selective?
    - Add in a line to the invitation – 'if you know of anyone else that wants to come – please let me know and I will forward an invitation to them as well' or 'this is an open community event, feel free to RSVP for as many others that you know may want to join you!'

- Community notices are an excellent follow up and allow for inclusion of others...but don't often result in representative samples...

FN Engagement Sessions

- Common Methods
  - Community meetings
  - Surveys
  - Focus Groups
- COVID has pushed engagement to an online opportunity
  - Whiteboard platforms - Miro
  - Voting platforms – One Feather
  - Meeting platforms – Google / Microsoft Teams / Zoom
  - Documents Sharing – Google Docs, Dropbox
  - Social Media

FN Engagement Sessions

- Successful Community Meetings / Focus Groups
  - Invitations and RSVP's – tough step but works
  - Value adds – prizes, food, bingo, entertainment
  - Timing – do you need two – afternoon and evening or week end
  - Organized Event
    - Builds trust
    - Allows for goals and objectives to be met
    - Test technology before hand
    - Be prepared

- Surveys
  - Value Adds – prizes
  - Online and in person (you can invite everyone to do it)
  - Establishing a mailing list of 'interested' community members (awebber, mailchimp)
  - Maintain a relationship – quarterly survey so community gets used to it...
    - Do one – publish results and do the next one
    - Builds trust

'Virtual Engagement'

- Online engagement offers continuously accessible communication channels.
  - No time constraints; No distance constraints

- Larger group can be surveyed
- Reduction of travel costs
  - Which can be huge on some projects
- More effort spent on engaging and building relationships
- A lot of "data" can be collected through polling and surveying the groups
- Has the ability to allow more to have their opinion heard
  - Not the dominant voice in the room

- Hard to get the emotional connection to the community/group
- Everyday Life challenges
  - Children or pets walking into the frame
- Shyness
  - People may not want to be on camera
- Technological challenges
  - Internet speeds, enough computers

Nijichaagominaanig **gaa-onji-bakewinidiyaang**

Virtual Considerations

- **Host must have:**
  - Microphone and clear speaker/headsets,
  - High Speed, Reliable Internet
  - Multiple hosts to manage larger groups (1 per 25 digital attendees)
  - Multiple Skill Sets – the person facilitating shouldn't be doing the IT – but needs to know the platform – very important for confidence.

- **Don't forget the experience needs to mirror or give the same feeling as an 'in person' event**
  - Intellectual Stimulation
    - Ensure the presentation is accurate and on point
  - Emotional Stimulation
    - Allow for personal insight and reflection
  - Physical Stimulation
    - Change the speakers
    - Send out a pre-meeting snack bag as a reminder
    - Offer different types of visual queues and platforms

Bonus of Virtual Engagements

- Miro is a virtual whiteboard that has many functions.
  - It allows you to design your engagement and run through various activities
  - You can vote, set priorities and have fun
  - The event can be recorded, so you don't forget
  - The images can be exported into reports
  - It is an opportunity to document and save, in digital format, historical teachings
  - It can be fun, but can be frustrating as well...

  - Let's try a hybrid virtual engagement...
    - You input will be recorded virtually, but your comments will be facilitated