



**LGMA**  
LOCAL GOVERNMENT  
MANAGEMENT ASSOCIATION  
OF BRITISH COLUMBIA

# Public Engagement Online Course

June 5, 12, and 19, 2020  
(3 modules, interactive webinars)

Are you working in a small- to mid-sized community? Do you want to build on your public engagement strategies to gather more fruitful civic dialogue? You won't want to miss LGMA's new, interactive, online course! This course is designed to support small- to medium-sized local governments to purposefully design their public engagement strategy. With relevant case studies and hands-on exercises, participants will gain a better understanding of how to plan for effective and collaborative public engagement.

**Course Format:** This online course includes three interactive webinar modules complemented by assignments and coaching specific to local government needs. Participants attend the webinars; review additional resource documents and participate in on-line discussions; work on the assignments on their own time; and, submit their assignments for review, coaching and direct feedback before the next assignments are due.

**June 5** First module with a webinar and assignments.  
**June 12** Second module with a webinar and assignments.  
**June 19** Third module with a webinar and assignments.  
Final assignments to be completed by June 26, 2020.

Each interactive webinar is a 90-minute (10 – 11:30 a.m.) facilitated online workshop with Q&As and an overview of the assignments. Participants will have five days to complete their assignments for each module and will receive written feedback and coaching.

**Cost:** \$590 +GST LGMA member and \$615 + GST Non-member

**Registration:** [Register online](#) for all three modules **before 4:30 p.m. May 29, 2020**  
Information will be sent to registered participants before each module.  
Maximum 25 participants

**Instructors:** Elodie Jacquet/ Nicole Armos

**Cancellation Policy:** No refunds will be provided after May 29, 2020, although substitutions within your organization are permitted.

## **June 5 - MODULE 1: A strategic framework for public engagement**

Module 1 is focused on ensuring you will:

- Understand why and when to engage
- Scope your engagement with decision-makers using a strategic framework
- Understand how to make engagement collaborative and effective

The webinar and assignment will highlight the what you are trying to achieve through engagement, how the community's input will affect your decisions, and what the scale of your engagement is.

**Assignment:**

Each participant will be asked to provide an example of an engagement they are working on or have worked on in the past. If participants do not have an example, one will be provided by the instructor. They will use that example to complete the worksheet on what success look like and why.

Participants will be asked to journal their experience discussing engagement with staff and decisionmakers.

**Time:** 5 days to complete assignment; 5 days for instructor feedback

**June 12 - MODULE 2: Planning and implementing public engagement**

Upon completion of this module, you will:

- Understand tools to plan for engagement
- Implement engagement strategies
- Plan for inclusive and equitable engagement

This module will provide an overview of how to identify internal stakeholders, plan for communications, and develop information and materials.

**Assignment:**

Each participant will be asked to use their previous example of engagement and do a detailed stakeholder mapping for the engagement, as well as complete the worksheet on who needs to be involved in designing and delivering the engagement.

Participants will be asked to journal their experience engaging with diverse groups in their community.

**Time:** 5 days to complete assignment; 5 days for instructor feedback

**June 19 - MODULE 3: Evaluating public engagement and fostering a long-term culture of engagement**

Upon completing this module you will be able to:

- Understand how to evaluate your engagements
- Understand how to foster a culture of learning and engagement on your team

The final module will assist you in learning how to plan for evaluation using principles-based evaluation, creating a culture of engagement, and making considerations for long-term engagement with communities.

**Assignment:**

For your final assignment, each participant will be asked to use their previous example of engagement to complete a planning follow-up and reporting worksheet.

**Time:** 5 days to complete assignment; 5 days for instructor feedback

## **INSTRUCTORS**

### **Elodie Jacquet**

Drawing on over 12 years of experience, Elodie Jacquet is a bilingual dialogue and public engagement practitioner at the Simon Fraser University Morris J. Wosk Centre for Dialogue, where she leads a team linking international best practices in engagement with capacity building, methodology research and evaluation.

### **Nicole Armos**

Nicole works to expand the knowledge and practice of dialogue and inclusive public engagement by coordinating research, professional development and knowledge exchange initiatives at SFU's Morris J. Wosk Centre for Dialogue. Since 2013 Nicole has supported your local government, provincial and federal public engagement projects, specializing in data analysis, reporting and evaluation. She is also experienced in designing and facilitating arts-based engagement activities to surface nuanced perspectives on complex problems.