**Session 6**

**Community Engagement track**

**May 30 6-9pm**

**Pearl Park Rec Center**

414 E. Diamond Lake Rd., Minneapolis, MN 55419

Phone: 612 370-4906

**Before this course begins:**

Expectations for Preparation:

Conduct a “one-on-one” meeting with a community member you don’t know very well, but who you think might be interested in water issues in your community. (More specific instructions are provided in a separate document)

**Community Engagement Strategies**

**Brief Course Description**: When you have limited time, resources, or authority to make change around water issues in your community, engaging your fellow community-members can power you to success. This unit will explore a number of practical community engagement strategies and will also lay the foundation for making wise decisions about community engagement with your limited time and resources.

**Learning Goals and Assessments:**

1. Become familiar with why community engagement is a valid approach to making change in your community and dispel many myths associated with community engagement. Learning will be demonstrated by a short writing exercise that captures three main arguments you would use to change the opinion of someone who was skeptical of taking a community engagement approach.
2. Learn what motivates individuals to join a community change effort and how to design your projects to better engage community-members. Learning will be demonstrated by an exercise that reflects on how well your “one-on-one” meeting (see preparation below) incorporated these concepts and how you plan to adjust your one-on-one meetings in the future.
3. Learn how to strategically target your community engagement efforts to engage people who are most likely to participate. Learning will be demonstrated by completing a targeting exercise for the behavior change project (focusing on changing a specific yard or lawn care practice) from the Environmental Decision-Making and Behavior Change unit.
4. Learn how to make successful invitations to community-members to join your efforts and grow your group of volunteers/supporters. Learning will be demonstrated by a writing exercise recording the 2-4 elements that you most want to keep in mind when inviting community members to join your efforts.

**Course requirements:**

* Attendance and Participation (Required, unless previously cleared with Program Manager)
* Expectations for Preparation: Conduct a “one-on-one” meeting with a community member you don’t know very well, but who you think might be interested in water issues in your community.
* Assessments: The final assessment will ask participants to take 5 minutes and write down what they think are the most important points they want their partner in the Rainscaping track to know about the Community Engagement Strategies unit and in some way (either electronically or in person before or after the next unit) convey that information to them.