ESSENTIALS OF COMMUNITY ENGAGEMENT PROGRAMMING

Strategic Horizons Network
Community College President's Conference Theme: Community Engagement
Renaissance Hotel
Pittsburgh, PA
Monday, June 13, 2016
8:30-10:00 AM

**6/14 Note: Dr T added Items based on interest and Q&A during session; hyperlinks provided throughout and Appendix provided for future reference

Presenters/Facilitators:

Dr. Jamie Talbott, Professor
Department of Management
Contributing and Participating Faculty in the
PhD in Community Engagement Program at Point Park University

Ms. Kendra Ross, Student/Graduate Assistant
PhD in Community Engagement Program at Point Park University

POINT PARK UNIVERSITY PRESENTERS/FACILITATORS ABOUT US ...

Dr. Jamie Talbott, Professor, Department of Management

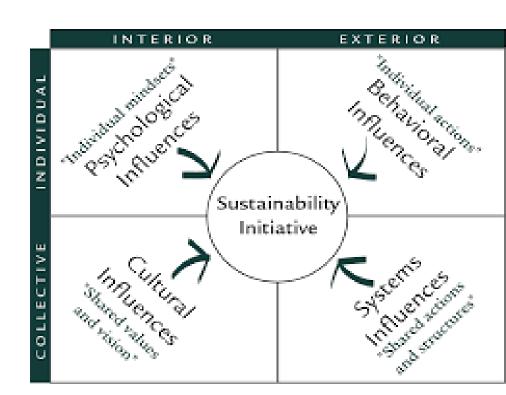
Dr T has been in higher education for 26+ years. Today, she continues to serve as a professor teaching primarily graduate and doctoral courses in the areas of Leadership, Community Engagement, Social Entrepreneurship, and Management with courses in Organizational Behavior and Organizational Systems. Over the years, Dr. T has developed several special topic seminars in the areas of Career Pathing, Leaders as Partners & Mentors, and Strategic Thinking in the leadership programs at Point Park University in Pittsburgh, Pennsylvania. She has been a member of the Point Park Community for over 12 years. Dr T served on the proposal development committee for the PhD in Community Engagement and the proposal development committee for the EdD in Leadership and Administration. In addition to earning a Doctorate of Management in organizational leadership and a Master's in International/Foreign Affairs, Dr. T also earned a Master of Arts in Human Development and a Master of Arts in Counseling Psychology. Dr T augmented this work through the Neuroleadership Institute, earning the Certificate in the Foundation of Neuroleadership. She is a certified counselor through the National Board Certified Counselors (NBCC, 2010-2015; 2015-2020) in the US. Dr T is ABD in her work towards a PhD in Human & Organizational Systems at Fielding Graduate University, Santa Barbara, CA. She has been affiliated with the American Counseling Association, the International Leadership Association, the Neuroleadership Institute, and the CMM Institute.

Ms. Kendra Ross, Student/Graduate Assistant, PhD in Community Engagement Program

Ms. Ross is an award-winning cultural worker and social entrepreneur. Passionate about the nexus between artistic practice, arts advocacy, scholarship, and social justice, she believes that her worldview as an intersectional feminist both informs and collates her work in all arenas. Kendra has spent the last 15+ years writing, recording, and performing music as a solo act and in collaboration with celebrated artists, such as: Quincy Jones, Talib Kweli, and Res, among others. In 2007, she released her debut album titled, *New Voice*, to excellent reviews which led to her being voted New Artist of the Year by the readers of Soultracks.com that same year. Kendra has also spent well over a decade working as a music business professional and currently serves as the Director of Label Process Operations at Universal Music Group. When not on stage or in the boardroom, she works to bring together artists, activists, funders, developers, and organizers in service of underserved communities in Pittsburgh. Kendra is also a doctoral student in Community Engagement at Point Park University where her research is focused on culturally-relevant arts education as an intervention into the school-to-prison pipeline.

AGENDA

- Welcome & Introductions
- Our Agenda
 - The PhD in Community Engagement Program at Point Park University
 - Rationale, approach, intention
 - Creative process
 - Community Engagement: In-class Working Definition
 - Need/Demand
 - Our Students
 - Interdisciplinary Approach
 - Key/Distinguishing Concepts
 - Reciprocity of the PhD Curriculum
 - Student Research Areas of Interests
 - Experience the Process:
 - The Social Lab
 - Human Centered Design Approach



THE PHD IN COMMUNITY ENGAGEMENT

DR. HEATHER STARR-FIEDLER, PROGRAM DIRECTOR AND DIRECTOR OF WOOD STREET COMMUNICATIONS ASSOCIATE PROFESSOR OF MULTIMEDIA

- The program endeavors to:
 - Develop future-focused leaders in community engagement including non-profit leadership, social change activists, and those involved in the service learning movement.
 - Offer students a broad understanding of public policy, program development, and best practices in leadership and community engagement.
 - Prepare leaders for outreach and partnership work in civic, business, and community organizations.

Local/Regional Info

The Greater Pittsburgh Nonprofit Partnership (GPNP) noted over 400 nonprofit organizations from a ten-county region in southwestern Pennsylvania.

Currently, non-profit directory search = 254 entities are listed as Charitable & Non-Profit Organizations in the Pittsburgh Area.

THE PHD IN COMMUNITY ENGAGEMENT AT POINT PARK UNIVERSITY

- Emphasize, at its core, social entrepreneurship and the role that leaders and communities can and should play in a complex society.
- Inspire and advance the education of existing Point Park community-centric master programs that can serve as feeder programs include Psychology, Communication, and Management.
- Invite applicants with master's degrees in appropriate fields to advance and hone the requisite skills for leadership in community engagement.

Local/Regional Info

Indeed.com currently lists job openings for non-profit organizations in the Pittsburgh Area in the following ranges:

\$30,000 - 161

\$50,000 - 120

\$60,000 - 94

\$85,000 - 44

201/FT 28/PT

THE CREATIVE PROCESS WHEEL OF ENGAGEMENT



Social Entrepreneurship Class Handout_drjtalbott

NONPROFIT HR: 2015 NONPROFIT EMPLOYMENT PRACTICES SURVEY™ RESULTS

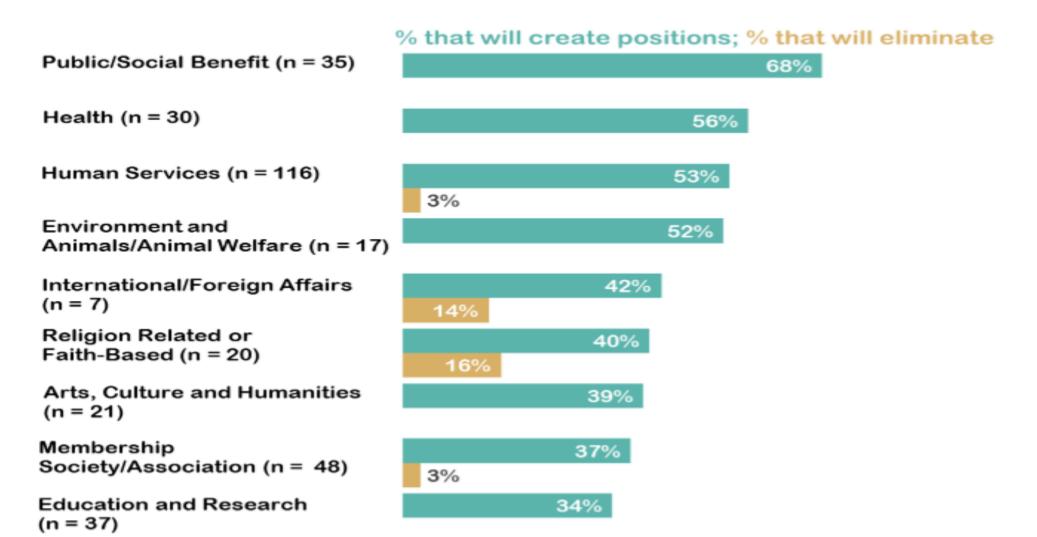
Snapshot ...

Job/Employment Prospectus



Most nonprofits do not plan to eliminate positions in 2015 (figure 3). The nonprofits that indicated they will be eliminating positions came primarily from the International/Foreign Affairs and Religious/Faith-based sectors (14% and 16%, respectively). Reasons for this are only speculative; it may be that their services are being absorbed by other organizations or these organizations are shrinking in response to less participation among the millennial generation.

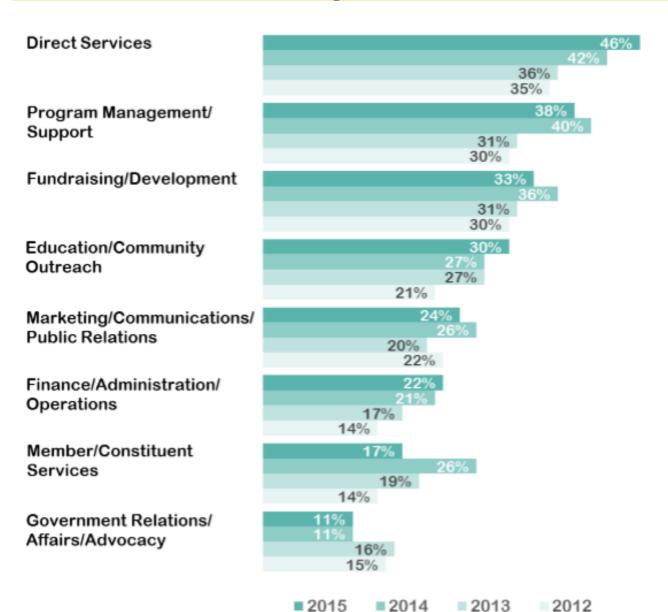
Many nonprofits do not plan to eliminate any positions, figure 3.



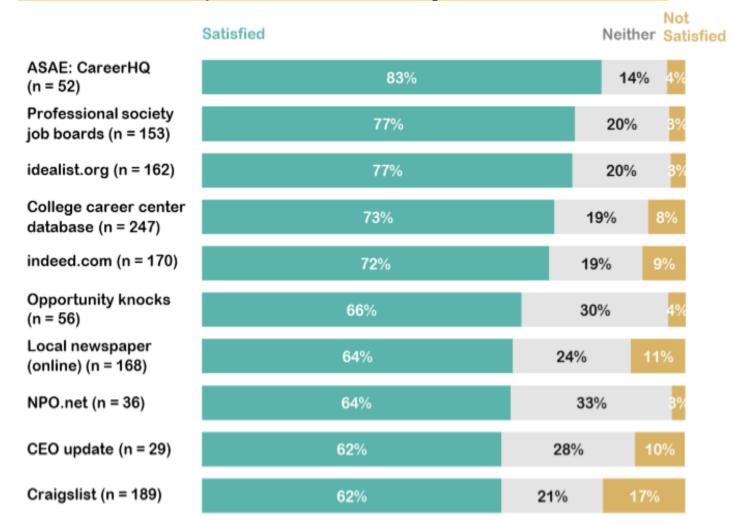
Trend data on job growth within specific functional areas indicate an increased demand for nonprofit services and that **nonprofits plan to invest more in infrastructure which often includes HR capacity**. As shown in figure 4, more nonprofits expect growth in Direct Services (46% in 2015, increased from 42% in 2014 and 36% in 2013) and in
Finance/Administration/Operations (22% in 2015, increased from 21% in 2013 and 17% in 2013).

Growth by functional area

Expected growth in Direct Services indicates a demand for the services many nonprofits provide, while Finance/Administration/Operations growth indicates more investments in infrastructure and HR, figure 4.



Satisfaction and use of top rated recruitment sources, figure 16.



PHD IN COMMUNITY ENGAGEMENT

On Common Ground



WHAT WE SHARE: COMMUNITY ENGAGEMENT [DEFINED]

- Community Engagement is the process of building relationships with community members who will work side-by-side with you as an ongoing partner, in any and every way imaginable, building an army of support for your mission, with the end goal of making the community a better place to live. [Gotlieb, H. (2009). The 3 Most Effective Tools for Community Engagement. In Creating the Future: Change the Questions, Change the World.]
- **Community engagement** is the process of working collaboratively with **community** groups to address issues that impact the well-being of those groups. Activities that help firms engage the **community** include credible and transparent reporting, town hall meetings and collaborative decision making. [Financial Times (nd)]

OUR STUDENTS: PROBLEM SOLVERS WAY MAKERS CATALYSTS ARCHITECTS OF CHANGE

- The PhD in Community Engagement will meet the needs of those with backgrounds spanning the spectrum of community and organizational ventures, with the goal of providing and fostering leadership in diverse fields and niche-interests.
- Backgrounds of our students includes, but is not limited to:
 - Those currently serving in leadership roles in non-profit and for-profit organizations
 - Those seeking to move into leadership roles in those organizations
 - Social entrepreneurs and intrapreneurs with backgrounds in psychology, sociology, community relations, social work, social innovation, social and economic development, and strategic sustainable development
 - Mid-level managers who are interested in reaching out into the community and developing projects (disruptive community engagement; diverse and often underserved populations)
 - Those in business, leadership, communication, arts management and other fields that wish to further their education with a leadership driven, community focus

PHD IN COMMUNITY ENGAGEMENT THE COHORT

- Our students represent leadership evolving throughout the region, and hold various roles that include:
 - Director of Community Programs and Volunteerism, Highmark
 - Vice President of Foundation and Government Relations, YMCA
 - Executive Director & CEO, Green Building Alliance; Founder, Venture Outdoors
 - Executive Director, Macedonia Family & Community Enrichment Center
 - Girl Talk Coordinator, Pittsburgh AIDS Task Force
 - Pre-School Teacher, Bright Horizons at UPMC Passavant Hospital
 - Executive Director, Habitat for Humanity, Allegheny Valley
 - Director of Outreach and Public Relations, University of Pittsburgh
 - · Campus Relations Specialist, BNY Mellon
 - Fundraising Chair, Board for Beverly's Birthdays
 - Founder, Hope Center-Faith Forward Inc
 - Deputy Director, Christian Evangelistic Economic Development
 - Research Analyst, Carnegie Mellon University
 - Director of Label Process Operations, Universal Music Group
 - · Human Capital Manager, Pittsburgh Public Schools
- Our inaugural cohort consists of 10 females, 4 males; 6 Caucasians and 8 African-American
- The Fall 2016-2017 welcomes 15 students; 11 females and 4 males.

PHD IN COMMUNITY ENGAGEMENT STUDENTS & FACULTY EMBODY SPIRIT OF SOCIAL ENTREPRENEURSHIP

You see things; and you say "Why?"
But I dream things that never were; and I say "Why not?"
~George Bernard Shaw (1856-1950)

CULTIVATING DISRUPTIVE COMMUNITY ENGAGEMENT

Essentials for Community Engagement Programming



INTERDISCIPLINARY APPROACH: FROM INCEPTION TO PRACTICE



Graduate/ Doctoral Advisory Councils & Community Partners

- Allegheny Conference
- CORO Leadership
- Leadership Pittsburgh
- Pittsburgh Food Bank
- LUMA Institute
- Buhl Foundation
- PNC
- World Affairs Council



Interdisciplinary Faculty Representation

- Psychology
- Multimedia
- Leadership
- Public Relations
- Accounting
- Criminal Justice
- Management
- Engineering/Science
- Theatre



Student Backgrounds/ Interests

- Emerging and evolving leaders
- Mid-level managers/coordinators
- Program Founders/Coordinators
- •Interests:
- Community Engagement & Sustainable Development
- Leadership
- Program Development & Analysis
- Start-ups (non-profit, LLCs)
- Strategic initiatives & planning
- Inclusion-to-Engagement



Employers (Pittsburgh Region)

- UPMC
- Highmark
- University of Pittsburgh
- Carnegie Mellon University
- Bank NY Mellon
- •YMCA
- Pittsburgh Public Schools
- •Three Rivers Pgh Investment Board
- Universal Music Group
- •Others ... 250+ Nonprofit/ Charitable Orgs

Community Engagement ~ Community Sustainable Development ~ Community-based Participative Research "The Social Lab"

KEY CONCEPT

- The Social Lab
 - **They are social.** Social labs start by bringing together diverse participants to work in a team that acts collectively. They are ideally drawn from different sectors of society, such as government, civil society, and the business community. The participation of diverse stakeholders beyond consultation, as opposed to teams of experts or technocrats, represents the *social* nature of social labs.
 - **They are experimental.** Social labs are not one-off experiences. They're ongoing and sustained efforts. The team doing the work takes an iterative approach to the challenges it wants to address, prototyping interventions and managing a portfolio of promising solutions. This reflects the *experimental* nature of social labs, as opposed to the project-based nature of many social interventions.
 - **They are systemic.** The ideas and initiatives developing in social labs, released as prototypes, aspire to be *systemic* in nature. This means trying to come up with solutions that go beyond dealing with a part of the whole or symptoms and address the root cause of why things are not working in the first place.

THE SOCIAL LAB

The Social Lab is a Think-public initiative, designed to enable people to develop concepts for social change (The Social Lab.com)

- 1. They create knowledge from and for the system. Labs gather input from a variety of stakeholders to efficiently and holistically build and disseminate knowledge.
- 2. They build capacity for implementation. Labs empower participants with new skills, processes, and momentum to implement solutions.
- 3. They build networks to sustain results. Labs foster networks and relationships to enable the testing, sustainability and scalability of solutions.
- 4. They create solutions with a deeper understanding of root causes. Labs push forward solutions by developing an on-the-ground and in-depth understanding of the root causes and dynamics of problems. Their focus on prototyping allows for extensive iteration and testing in real-world situations early in the process.

KEY CONCEPT

Human-Centered Design

- Class introduction in CENG Seminar/Retreat, MLEAD Social Entrepreneurship, CENG Leadership, Governance, & Ethics, and CENG Social Entrepreneurship
- Defined:
 - **Human-centered design** is a creative approach to problem solving and the backbone of our work at IDEO.org. It's a process that starts with the people you're **designing** for and ends with new solutions that are tailor made to suit their needs.
- In-practice, use-of-self in creating social worlds
 - Ideo.org
 - <u>LUMA Institute</u>
- <u>Note</u>: Based on expressed interests and Q&A, Dr. T added Appendix with additional references and sources.

HUMAN CENTERED DESIGN

- Ideo.org
 - We design products, services, and experiences to improve the lives of people in poor and vulnerable communities. We practice human-centered design, a creative approach to problem solving that starts with people and arrives at new solutions tailored to meet their lives.
- Human centered design is about believing you can make a difference, an having an intentional process in order to get to new, relevant solutions that create positive impact (Choudhary, 2014)

INSPIRATION

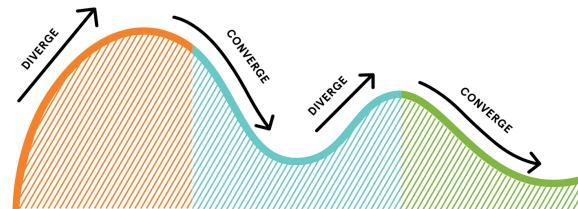
I have a design challenge. How do I get started? How do I conduct an interview? How do I stay human-centered?

IDEATION

I have an opportunity for design. How do I interpret what I've learned? How do I turn my insights into tangible ideas? How do I make a prototype?

IMPLEMENTATION

I have an innovative solution. How do I make my concept real? How do I assess if it's working? How do I plan for sustainability?



RECIPROCITY OF THE CURRICULUM ... KNOWLEDGE, SKILLS, COMPETENCIES PROGRESSIVE DEVELOPMENT, APPLICATION-TO-PRACTICE

PhD in Community Engagement

Point Park University

Community Engagement & Leadership Core Classes (18 cr)

- Seminar in Leadership (introductory seminar/retreat)
- Comparative Organizational Systems
- Leadership, Governance, & Ethics
- Public Policy, Advocacy & Social Change
- Program Design, Implementation, & Evaluation
- Social Entrepreneurship

Research & Practicum Core Courses (12 cr)

- Quantitative Research Methods
- Qualitative Research Methods I
- [Qualitative Research Methods II]
- Community Engagement Practicum

Pro Seminars (12cr chosen during summer)

- Assessment & Evaluation of Decision Making Methods
- Fundraising & Development
- Strategic Communications
- Sustainability & Community Development
- Psycho-social Community Engagement
- Cultivating Networks & Community Development
- Community Engagement in the Arts
- Special Topics in Community Engagement

Dissertation Core (12 cr)

- Dissertation Seminar (after Comps)
- Dissertation I
- Dissertation II
- Integrated Community Engagement Report (cohort collaboration and presentation of research findings, taken after completion and defense of dissertation

INTEGRATED COMMUNITY ENGAGEMENT REPORT (ICER)

- The ICER is the culmination of the program and is taken once the dissertation is completed and successfully defended.
- The cohort will work together to combine their dissertation findings on the overarching community topic into one presentable "solution" covering multiple exigencies from the various individual dissertations.
- This compilation report will then be presented as a gift to better the community chosen.

STUDENT RESEARCH INTERESTS & PRESENTATIONS TO DATE

- Racial Disparities and Educational Outcomes
- Home Ownership and Racial Make-up of Neighborhoods
- Health Disparities in Our Communities
- Disabilities and the Workplace
- Gender: Realizing Successful Leadership
- Arts Education in Juvenile Detention Centers
- Redistribution of Education Funding in PA
- Sexual Assault on Our College Campuses (Regional Study)



Foundation: Class Case Study & Social Lab

Human-Centered Design: Framing the Problem

Based on LUMA Institute Framework

Ms. Kendra Ross, Facilitator

Student/Graduate Assistant

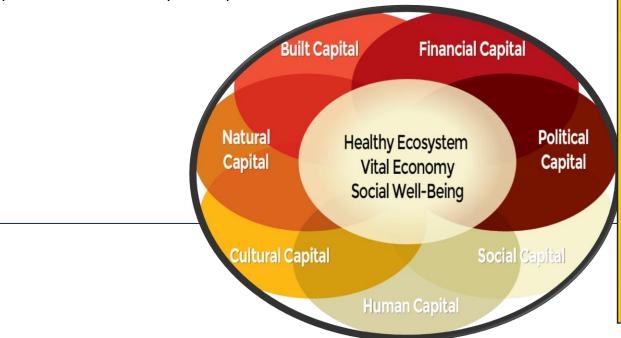


CASE STUDY/SOCIAL LAB: WHO'S HUNGRY?

- Concept Introduced with 1st cohort in CENG 703 Leadership, Governance & Ethics
- Assignment Focus:

Who's Hungry? A Study Exploring Hunger in Southwestern Pennsylvania

- Models
 - Community Capitals Framework (Flora & Flora, University of Iowa)
 - Social Lab (class deliberations as a social lab initiating study)
- Population & Community Participants Identified



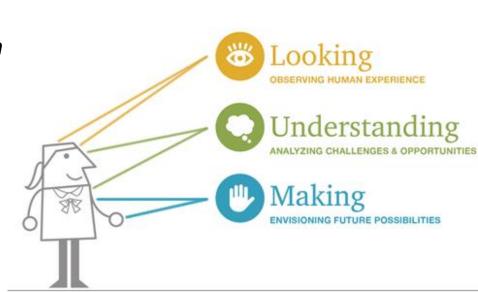
Community Leadership In the Fight of Food Insecurity and Stigma

South Hills Interfaith Ministries is one of several community organizations which display social responsibility to the growing program of hunger, food insecurity and stigma/perception by servicing families in the suburb in need of food assistance. Ministries director Jim Guffey said in a recent Pittsburgh Post-Gazette article that data doesn't show heavy poverty in the suburban community his agency serves, but the demand for services has grown drastically over the past five years.

- Bethlehem Haven Women's Shelter
- East End Cooperative Ministry
- Just Harvest
- Garfield Community Farm
- Greater Pittsburgh Community Food Bank
- Open Hand Ministries
- (Statewide) Hunger-Free Pennsylvania

PROBLEM FRAMING EXERCISE

- What are your issues, challenges, concerns?
 - As a consortium of community college presidents
 - Engaging your internal and external stakeholders
 - Creating relationships with colleges and universities
 - Title IX Issues
 - Cost of education; affordability versus financial aid/student loan debt
 - Succession planning within the institution
 - New organizational models for higher education—impact on
- LUMA Institute
- Rose, Bud, Thorn Activity



CLOSING

- What do you need from us?
- Questions?
- Appendix Added





Your Interests

Additional Info from Q&A



SOCIAL LAB

- The Social Labs Revolution: A New Approach to Solving our Most Complex Challenges by Zaid Hassan
- Community Based Participatory Research
- Foundation for Community Association Research
- Social Innovation: Solving Complex Social Problems
- Community Toolbox
- Social Bridges
- Social Labs-Toolkits

DRJTALBOTT_SOURCES: FACILITATING THE PROCESS

- Social Labs-Toolkits
 - Ideo.og
 - Ideo Design Kit
 - Partners
- <u>Luma Institute</u> (Kendra Ross, CENG Intro/Retreat course; June 13th activity based on Luma's Rose-Bud-Thorn activity)
 - Resources
- CMM Institute for Personal & Social Evolution
 - Resources (Dr. T Uses in Masters and CENG courses; CMMIPSE Associate Member)
 - The Reflective, Facilitative and Interpretive Practices of the Coordinated Management of Meaning
 - Compassionate Communicating
 - CMM Solutions Field Guide
 - CMM Solutions Workbook
- <u>Appreciative Inquiry/AI Summit Method</u> (Dr T used as Inclusion Coordinator for "From Inclusion to Engagement" Session at PPU; using in MLEAD program—integrate with <u>NeuroLeadership Institute</u> tools)
 - The AI Summit-Resources & Information
 - Rocky Mountain Center for Positive Change
 - Appreciative Inquiry for Collaborative Solutions: 21 Strength-Based Workshops
 - INTRODUCTION TO APPRECIATIVE INQUIRY: A MANUAL FOR TRAINING COMMUNITY DEVELOPMENT FACILITATORS
 - Appreciative Inquiry Facilitator Training (AIFT), Center for Appreciative Inquiry

DRJTALBOTT_REFERENCES/ GETTING STARTED: READING LIST

CENG703-Leadership, Governance, & Ethics Social Lab Case Study Project: Pre-read Assignments

- The Social Lab
- Reflections
- Berkley Social Interaction Lab
- How Social Innovation Labs Contribute to Transformative Change
- Public Participation Guide: Situation Assessment
- Appreciative Facilitating Round Table Discussions

DRJTALBOTT_REFERENCES/ GETTING STARTED: READING LIST —WHAT'S IN YOUR TOOLBOX

CENG703-Overview: What is in your toolbox?

- Social Labs-Toolkits
- Community Tool Box: Ethical Leadership
- Community Tool Box: Servant Leadership
 Profiles in Servant Leadership
- Comparing Stewardship and Servant Leadership
 Revisit: Steward Leadership in the Public Sector
- Toward a Theory of Spiritual Leadership
 What is Spiritual Leadership?
- Reflexivity: Process of Reflection

SOCIAL ENTREPRENEURS SOCIAL ENTREPRENEURSHIP LEADING BEYOND BOUNDARIES

From drjtalbott_©Trepreneurial Series at Oya~Pathfinding for HOD, LLC

Shared at Conference for Community College President's Monday, June 13, 2016
Renaissance Hotel

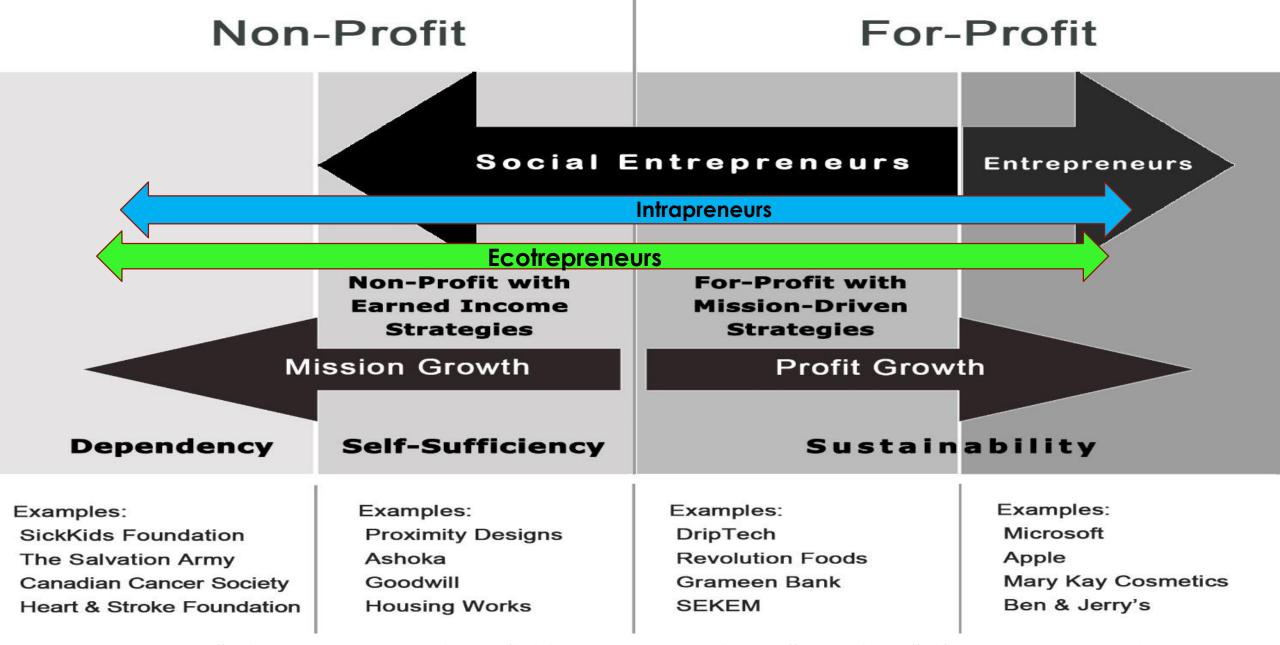
Oya~Pathfinding Update April-August 2015

Excerpts from Original Presentation by Dr. Jamesena Talbott
Saturday, November 1, 2014
Symposium: Leading Societal Change
16th Annual Global Conference
International Leadership Association:
Conscious Leading for Global Change: Emergence of our Collective Realities
Hilton Bayfront Hotel
San Diego, CA

The language of social entrepreneurship may be new, but the phenomenon is not. We have always had social entrepreneurs, even if we did not call them that. They originally built many of the institutions we now take for granted. However, the new name is important in that it implies a blurring of sector boundaries.

In addition to innovative not-for-profit ventures, social entrepreneurship can include social purpose business ventures, such as for-profit community development banks, and hybrid organizations mixing not-for-profit and for-profit elements, such as homeless shelters that start businesses to train and employ their residents. The new language helps to broaden the playing field.

Social entrepreneurs look for the most effective methods of serving their social missions.



In Social Entrepreneurship: Definition and Boundaries by Samer Abu-Saifan (February 2012)

Addition of Intrapreneur and Ecotrepreneur (drjtalbott, August 2014)