

2015

PAAO GRANT MANAGEMENT

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VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT



Strategies for Conducting Successful Community Meetings



Agenda

- Use our OARRS
- Key Ingredients & 4 Ps for Effective Meetings
- Outreach and Engagement Tools
- Before, during & after the meeting
- Interventions
- Design your next community meeting

Meeting Facts



- *~11 million meetings held each day in the US*
- *The “higher up” you are in an organization or system’s infrastructure, the more time you spend in meetings*
- *Most organizations spend 7-15 % of their personnel resources on meetings*

Meeting Challenges



What specific challenges have you had in facilitating or conducting community meetings?

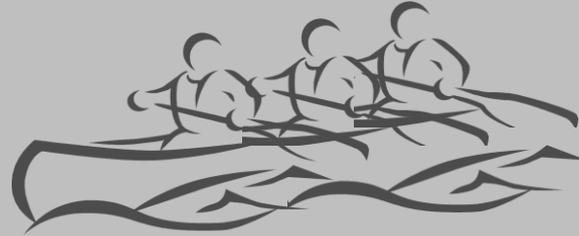


PART ONE

Tools Discussion

*The Process
Break*





Tool Discussion

Outcome

Agenda

Roles

Responsibilities

Scope

PART TWO

Effective Meeting Planning

Community Meetings



Importance of Community Voices:

- Evaluate program goals and objectives
- Keeps participants updated on current events
- Allows the group to resources together for decision making
- Provides opportunity or opinions and ideas to be expressed



Beginning to Plan



- Find people to work with to help you plan
- Preliminary questions
- Think about logistics
- Assign tasks





Communication

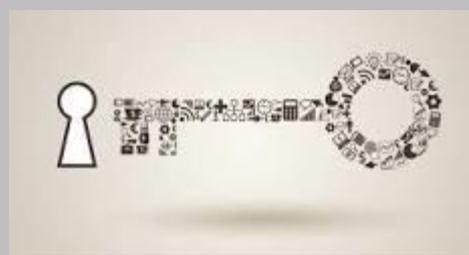
Have a system of communication worked out between staff and keep your team leader updated on all progress to avoid any confusion or conflicting plans

Key Ingredients



- Partner with local groups to increase potential for follow up
- Focus on turn out...attendance is critical so get the neighborhood involved before the meeting
- Involve facilitators and community leaders
- Use staff to manage logistics
- Provide food, transportation, childcare, homework support if appropriate

Key Ingredients



- Meet people where they are—convenient time & place
- Use language, exercises, games, visuals
- Allow time & space for participants to talk with one another & build relationships



Start with the 4Ps...

Preparation

Purpose

Process

Payoff



Start with the 4Ps...

Preparedness Checklist:

- Who should be in the meeting?
- Why?
- What information do they need to be prepared?
- By what date should they get the information?



Start with the 4Ps...

Purpose Checklist:

- Is this meeting important? Why?

Process Checklist:

- How will the meeting be conducted?
- Content & clear outcomes
- Setting
- Time management
- Facilitation
- Summary of closure



Outreach & Engagement Tools

- Phone calls
- Social Media
- Email
- Fliers
- Signs/banners
- Door hangers
- TV & radio announcements





Outreach & Engagement Tools

- Invite Elected Officials and Local Policy Makers
- Explain what the issue(s) you will be discussing, why it's relevant to them
- Give them the opportunity to offer opening remarks...send talking points
- Explain what you'd like them to say
- Send formal Thank you after the meeting





Before the Meeting

- Go into the community early, convene a small group meeting of local advocates & leaders ...let them help develop the agenda
- Set up meeting at a time, place & frequency agreeable to local conditions
- Plan 2-hour meetings and 20-minute presentations

Conference and
exhibition
equipment



Checklist of items to bring to the meeting:

- Copies of the agenda
- Informational materials about the topics
- Flip chart w/markers, paper, pens, markers
- Sign-in Sheet
- Name tags

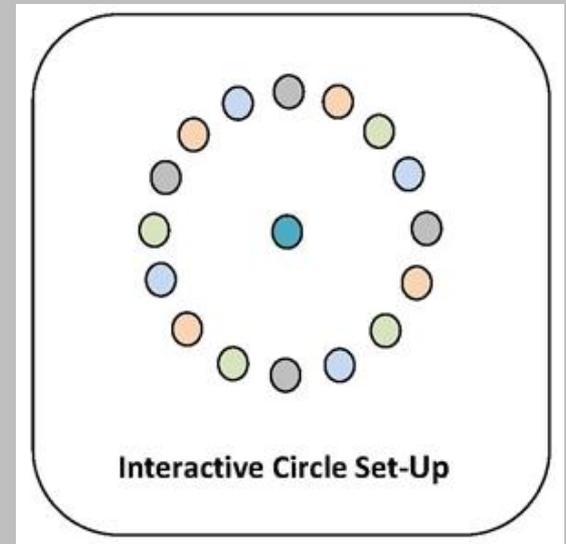
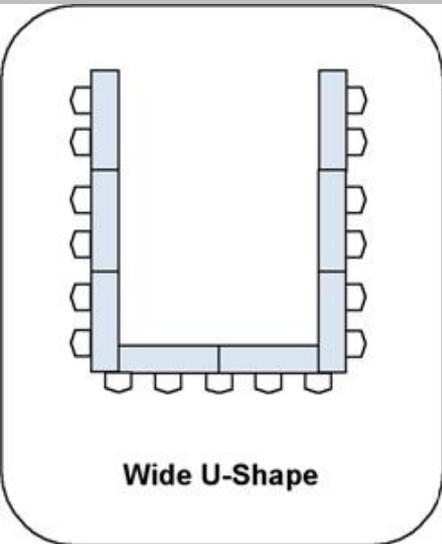


Agendas should include:

- Meeting date, time, location
- Meeting Purpose, Objectives, Outcomes
- Topics for discussion
- Time allotment for each topic
- Presenter or discussion leader
- Decisions & action items



Meeting Room Setup



PART TWO

During the Meeting



During the Meeting

- Arrive early to greet, meet, & mix with the local people as they arrive
- Start on time and end on time
- Make it clear to the audience that information should go both ways; local input on the issue is critical...use ground rules & microphones
- Ask a local official everyone knows and respects to open the meeting



During the Meeting

- Mix up seating so agency reps don't sit together
- Use clear slides that illustrate the point
- Discuss the strengths, weaknesses, & uncertainties about the issues or the proposal
- Record issues of concern on a flip chart for all to see and add to



During the Meeting

- Anticipate conflict ahead of time
- Be clear about the meeting process
- Be clear about who the decision makers are
- Be clear about next steps and how communication will occur afterwards
- Be as specific and concrete as possible



During the Meeting

- Leave quality time for public comment and interchange of ideas
- Admit when you don't know something or not certain
- Agency staff should stay at the meeting to take part in the conversation
- Use local geographically & socially familiar examples in pp presentations

PART THREE

**Concluding the
Meeting**



Concluding the Meeting

- Stick to the finish time
- If more time is needed, move the spill-over discussion to after the last agenda item or plan another meeting
- Keep working groups under 30
- Conclude with a summary and announce the next meeting
- Celebrate success!

PART FOUR

After the Meeting



After the Meeting

- Be accountable to commitments
- Meeting Minutes stand as the record of a meeting and should list the decisions made, follow-up action and direct statements to avoid misquoting
- Minutes should be readily available to citizens...



Evaluate the process and outcome

- What was the best thing about the meeting...what was the worst thing?
- What would make the next meeting go better?
- Surveys, polls, mailed questionnaires
- Set a time to debrief or meet with partners and staff to discuss how the meeting event went

PART FIVE

Facilitating a Hostile Group





Facilitating a Hostile Group

What are some practices that don't work well?

*“Treat people as if they were what they ought to be,
and you help them to become what they are capable
of being.”*



Dealing with Adversarial Behavior

Why individuals are adversarial

- Taken by surprise
- They perceive something isn't fair or unresponsive public process
- Stakes are high and they want to "win"
- Sources of info are untrustworthy or "experts" don't agree
- No alternative avenue to express their concerns is available



Dealing with Adversarial Behavior

Controlling One's Own Emotions

- Take responsibility for own emotions & behaviors
- Work to de-escalate the conflict, not escalate it
- Be prepared mentally
- Be aware that stress weakens



- Listen to understand
- Stay in your role
- Don't be defensive



Facilitating a Hostile Group

- Collaborative approaches often lead to sustainable outcomes
- Include key stakeholders from the beginning
- Work in the best interests of all
- Build relationships and trust
- Practice open, honest communication



- Consider multiple ways to engage the public...engage a neutral facilitator
- Determine whether or not a public meeting is the best approach
- Be honest about the purpose...don't seek input if a decision is already made
- Determine what info/expertise is needed



Role Play: Managing the Meeting

Preventions and Intervention

Preventions- help avoid disruption from the start

Interventions- use when confronted with disruption or problems during the meeting



Design Your Next Meeting

- What is the purpose of the meeting?...board or community
- What are the key topics and their issues & concerns?
- Who should play a role in the planning?
- Do you need a facilitator?
- Who, When, where, time, how long?
- What's the outreach & advertising strategy?



Resources

www.ideapartnership.org

<http://Mrsc.org>

www.ctb.ku.edu

www.meetinggenie.com

www.mindtools.com

www.joe.org

www.orau.gov

www.sitepoint.com

<https://www.youtube.com/embed/dyB-HBEvzOE>



Any Questions?



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THANK YOU!
