

Host Your Own Engagement Conversation Toolkit

Facilitator's Guide

February 2020

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ABBOTSFORD



Conversation Toolkit Engagement Guide

This Host Your Own Engagement Guide will assist you in running your facilitated group discussion on Abbotsford's Culture Strategic Plan – helping to guide the City's strategic directions on arts, culture and heritage and making it a better place to live, work, and play.

"Host Your Own" is a useful tool for government bodies to engage their residents and foster community building at different levels of the strategic planning process. This approach not only encourages residents to participate in the governance of their own city, but also provides key insight to municipal leaders on what strategies to employ, what their community wants, and where the biggest needs lie.

Thank you for being part of this public engagement process!

What's in this toolkit?

The following toolkit is a template agenda and suggested script which serves as a starting point for hosting your own event. The City is open to alternative creative approaches to engagement, providing the facilitator is able to sufficiently lead and report on outcomes.

As a facilitator, you can use this as your guide to hosting your own event. It will help you prepare for the event, guide its discussion, and report on the event after it's over. Here's an outline of this toolkit:

1. Your Role as a Facilitator
2. "What You'll Need" Guide
3. "How-to" Guide for Engagement
4. Reporting on Your Engagement Event

1. Your Role as a Facilitator

Your role as a facilitator is important! Your event will increase awareness of the Culture Strategic Plan to your fellow community members, and begin a wider conversation around what culture means for Abbotsford.



1.2 Who should you invite to your event?

Identifying your stakeholders will help you decide which individuals should be involved in your event and in what capacity they can contribute. Mapping out potential participants and adopting their perspective is important in determining how their input will be used.

Ensuring a diverse and representative range of participants is vital to developing an inclusive audience that will you're your discussion more dynamic!

Please take a moment to brainstorm who you would like to invite to your event by answering the following questions:

a. Within your community of interest, who is impacted by the Culture Strategic Plan?

b. Who is already engaged in arts, culture and heritage in Abbotsford?

c. Who is not already engaged, or wants to be more engaged in arts, culture and heritage in Abbotsford?

Once you have given some thought to answering these questions, you should have come up with a list of individuals to invite to your event.

1.3 Ground Rules

As a facilitator, your role will be to guide the conversation. You'll also be responsible for setting some ground rules which will help your event go as smoothly as possible. You will want to ensure that everyone has a chance to be heard and that your participants have an open, respectful and productive conversation.

- Ensure equitable airtime – everyone needs the chance to be heard.
- All opinions are valid, but that doesn't mean they won't be challenged.
- Off topic comments are okay, but we may have to come back to them later.

1.4 Pillars of Participation

For your own benefit as a facilitator, it's important to know why engagement is important and how it can have a lasting impact on your community. The *pillars of participation* are to:

- Inform – *telling community members what they need to know*
- Consult – *providing opportunity for feedback*
- Involve – *sharing ideas on how to solve problems*
- Collaborate – *working to solve problems together*
- Empower – *seeing community members as decision makers*

By hosting your event, you are engaging with all pillars of participation. Be sure to keep this in mind as you prepare for and host your event.



2.0 "What you need guide " to host your own engagement:

- Chosen location booked/reserved for your event
- A designated facilitator and a volunteer note-taker (optional)
- Camera or smartphone for documenting your event
- Snacks and drinks for participants (optional)
- Name tags
- Sticky notes
- Pens and pencils
- Cue cards and box/basket for written reflections
- Large poster board (for sticky note activity)
- Printed sign-in sheet /photo release waiver sheet

The City will provide the following:

- Flyers on the Abbotsford Culture Strategic Plan
- Cultural Framework Handouts
- Name tags
- Sticky notes
- Pens and pencils
- Cue cards and box/basket for written reflections
- Large poster board (for sticky note activity)
- Printed sign-in sheet / photo release waiver sheet (included in this toolkit)

Please connect with Tara-Lynn Kozma-Perrin, Culture Coordinator, at

TKozma-Perrin@abbotsford.ca or 604.864.5699 to make arrangements to pick up your conversation toolkit resources, if required.

3.0"How-To" Guide for Engagement

3.1 Sample agenda for your event

10 mins *Welcomes / sign-in*

5 mins *Introduction to the Culture Strategic Plan*

2 mins *Discuss ground rules*

5 mins *Icebreaker activity*

10 mins *Activity #1*

20 mins *Activity #2*

5 mins *Final reflections*

2 mins *Closing remarks/thank you*

3.2 Guiding Script

As previously noted, you are not limited to the use of this script or agenda for your engagement event, providing you can still **report on your event through the self-evaluation form** (the evaluation form is mandatory, but the notetaker sheet is optional). If you wish to be more creative with your event by customizing your activities to cater to your area of interest or that of your participants, feel free to do so!

Welcome/Sign in

- *Welcome and ask participants to sign-in (sheet provided in toolkit)*
- *Invite participants to make themselves comfortable*
- *You may wish to acknowledge the traditional territory of the First Nations communities that Abbotsford resides on. To do so respectfully, you may choose to read out the following acknowledgement:*

Land Acknowledgement

"We would like to acknowledge the shared traditional ancestral territory of the Sumas First Nation and Matsqui First Nation. These two First Nations are a part of the Sto:lo Nation. The Sto:lo people are "the people of the river". The Sto:lo people have lived in the Fraser Valley for 10,000 years. It is for this reason that we acknowledge the traditional territory in which we reside."

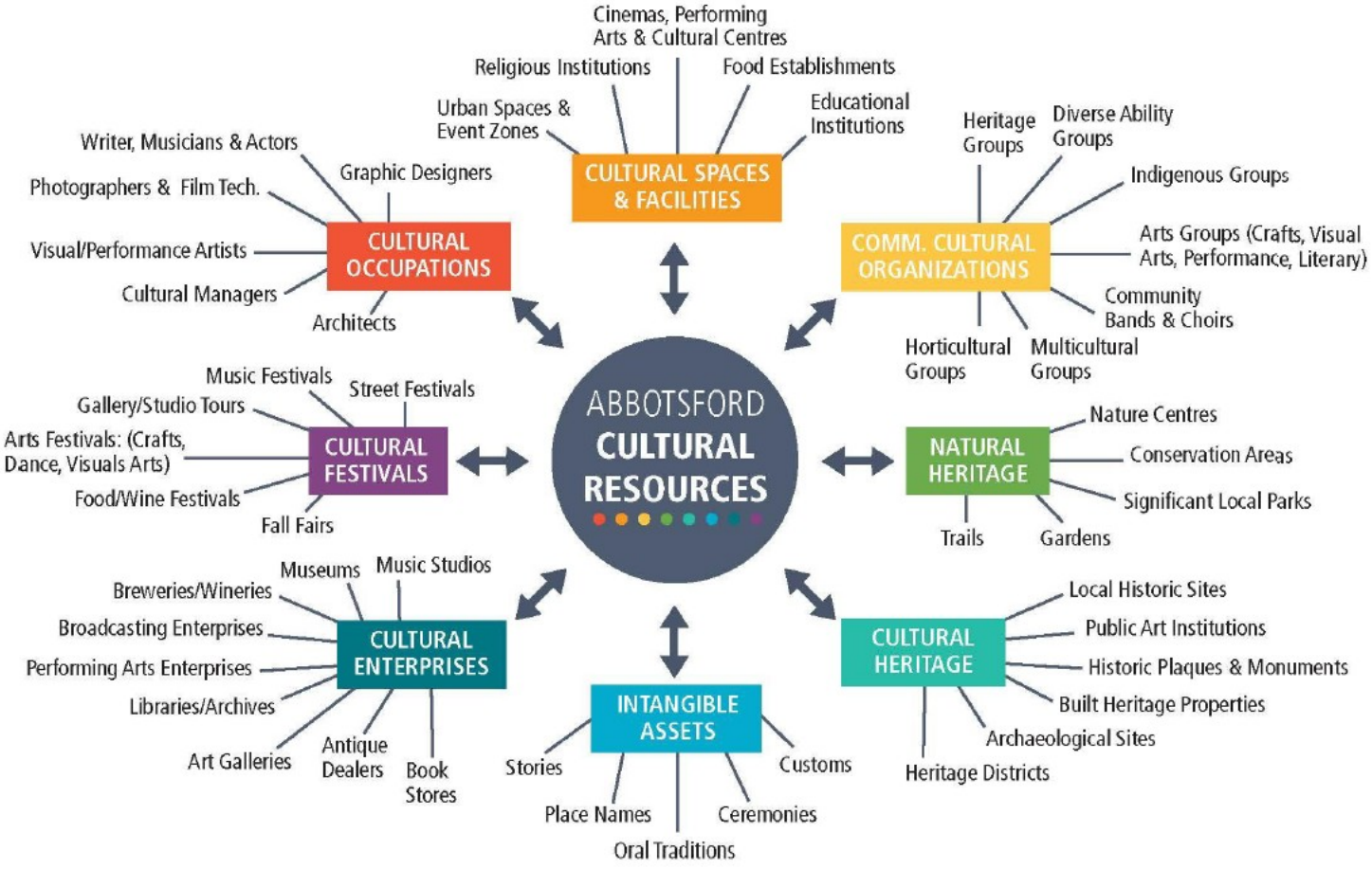
Online source

CULTURE IN ABBOTSFORD WHAT DOES IT MEAN TO YOU?

Thanks for being here today to talk about culture in Abbotsford and the City's cultural planning process currently underway. I'm happy you're here because _____(*provide reason for your interest in engaging with the Culture Strategic Plan*)….

The City is conducting a range of stakeholder engagement activities to find out more about what residents think of arts, culture and heritage in Abbotsford, and how the Culture Strategic Plan can make Abbotsford a more dynamic, inclusive and vibrant place to live. Engagement events like the one I'm hosting today are part of an important effort to better understand what we can do to achieve that!

Arts, culture and heritage can look like many different things. The Cultural Resources Framework below may be useful to you as a facilitator in understanding the breadth of what culture could mean to your participants.



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Icebreaker Activity

Icebreakers can help make your participants feel more comfortable and open to sharing their thoughts with one another. There are plenty of icebreaker activities you can use, but here's one idea:

Have participants introduce themselves by giving their name, their favourite arts, cultural or heritage activity or event in Abbotsford, and why that's the case.

Ground Rules

Before we begin, I'd like to note the ground rules for discussion. We want to ensure that everyone has a chance to be heard and that we can have an open, respectful and productive conversation.

- Ensure equitable airtime – everyone needs the chance to be heard.
- All opinions are valid, but that doesn't mean they won't be challenged.
- Off topic comments are okay, but we may have to come back to them later.

Ask participants if they have any questions.

Discussion/Activity #1

- What do you think are some of Abbotsford's unique strengths when it comes to art, culture and heritage?

Ask participants to identify strengths, reminding them that these can be both tangible and intangible cultural assets.

Discussion/Activity #2

- What challenges or barriers have you experienced in accessing arts or culture in Abbotsford, if any? (e.g., transportation, location, lack of awareness, language)
    - What do you think the City's priorities should be in addressing these challenges?

Ask participants to discuss challenges first, and then priorities in addressing them.



Final Reflections

We understand that not everyone was given the opportunity to speak on every aspect of arts, culture and heritage, and what you'd like to see more of in Abbotsford. Using the queue cards, take about five minutes to individually write down any thoughts you wish to note, and place your cue cards in the [box] provided.

Closing Remarks/Thank You

That's all for today! Thank you for a great discussion and your openness to sharing. If you would like to continue the discussion, please visit the Let's Talk Abbotsford platform at: www.letstalkabbotsford.ca/culturestrategy to share your thoughts. Thank you so much for your time. Please free to have more refreshments and snacks (if applicable).

Collect the cue card box and other materials to collate for your final report.

3.3 Optional Notetaker sheet

Notetakers will have the important role of documenting the discussion so that it can be reported back anonymously to the City. Notetakers will be provided with the guide below to help them organize their note taking process. Notetakers will be asked to use a highlighter (provided) to highlight terms, ideas or priorities that were echoed or repeated throughout the discussion. This will help the City to better understand what themes were most apparent throughout the event.

Note that the notetaker sheet is for guidance purposes only. Facilitators can choose to alter the activities themselves, hence the related questions. Though recommended, it is not obligatory to have a notetaker present, providing facilitators can complete the self-evaluation report and provide a summary of activities therein.

This guide below can be used and may be submitted to the City:

Icebreaker Activity Notes

Participants' favourite arts, cultural or heritage activity or event in Abbotsford, and why:

Activity #1 Notes

What do you think are some of Abbotsford's unique strengths when it comes to art, culture and heritage?



Activity #2 Notes

What challenges or barriers have you experienced in accessing arts or culture in Abbotsford, if any? (e.g., transportation, location, lack of awareness, language) What do you think the City's priorities should be in addressing these challenges?

Additional Notes



4.0 Reporting on your Engagement Event

Facilitators will be expected to report on their events. Such reports will be valuable to the City of Abbotsford in understanding how to meet the needs of Abbotsford residents through the Culture Strategic Plan.

4.1 Self-Evaluation Form

Your Name: _____

Date of your event: _____

Number of participants: _____

Through hosting this event, what did you learn about arts, culture and heritage in Abbotsford?

Would you say your event produced a positive outcome regarding raising awareness about arts, culture and heritage in Abbotsford? Why or why not?

Which discussion points did you find most challenging, and what could be done differently next time?

Please summarize your discussion as they relate to Activities 1 and 2.

What was the biggest priority that your participants expressed about culture in Abbotsford?

4.2 FINAL REPORT

The final report should include and present content that best reflects the insights and recommendations of your Host Your Own Engagement Event. For example, if you are writing a final report, it could be in point form, the form of an Executive Summary or a mix of qualitative and quantitative findings.

At minimum the final report should include:

• A sign in sheet of everyone in attendance including their postal code

• Whether you targeted a specific group of people or it was open to the general public

• The date, time and location of the engagement event

• A brief understanding of how the event was conducted

• A written report of the findings. (You may submit your findings through different outputs and mediums as long as the recommendations and findings are clear to understand for someone who was not there).

• 1-3 photographs of the event in progress that can be used in conjunction with the Cultural Plan work. Photo waivers are available in the Conversation toolkit.

• Any additional thoughts or feedback you had on the event and how it went

There is no need to filter the results or come to a consensus among the group on an idea or topic. Please record all ideas that are presented.

Finally, there is no need for graphic design work or extensive formatting of the report, we are looking for your ideas in a simple to understand way. The report should not take considerable time to complete, spend your time in the conversation. Please submit the documents as part of your final report to TKozma-Perrin@abbotsford.ca by April 24, 2020

- Your self-evaluation report (please scan the document if hand-written)
- Photos, in JPEG format, of your engagement event
- Cue cards
- (Optional) Notetaker sheet



PHOTO WAIVER AND PARTICIPANT SIGN IN SHEET - Liability and Release

City of Abbotsford (including the Parks, Recreation & Culture Department) and the Organization / Volunteer agree that:

Individual volunteers, as directed by the Organization, shall:

- *not hold the City of Abbotsford liable for any damages or injury to themselves arising out of the work performed, by them unless it is caused by the negligence of the City;*
- *ensure that their names are on the written list of volunteers (with dates of births), provided by the Organization to the City of Abbotsford.*

Photo Release

I hereby irrevocably consent to and authorize The City of Abbotsford [the City], its agents or assigns, the irrevocable and unrestricted right to use and publish images and audio of myself ["the Images"] for editorial, trade, advertising, promotion or any other lawful purpose in any manner or medium, and to alter the same without restriction without the payment of any compensation. Further, in favour of the City, I do hereby:
(1) waive any right to notice or approval of any use of the Images;
(2) release the City and its agents or assigns from all claims and liabilities relating to the Images of myself or by virtue of alteration, processing or use in composite form;
(3) release all intellectual property rights, including copyright, which I have in or to the Images; and
(4) assign to the City all moral rights which I have in or to the Images.

I hereby represent that I am over 18 years of age and the right to contract in my own name, and also state that I have read this document prior to signing same and that I fully understand its contents.

Print Name	Date of Birth: Month / Day / Year	Postal Code	Signature