



COMMUNITY ENGAGEMENT AND INDIGENOUS ADVOCACY

SIGGY LESLIE-CASSELMAN



INTRODUCTION



WE ARE
STRONGER

Together

POSITIONALITY

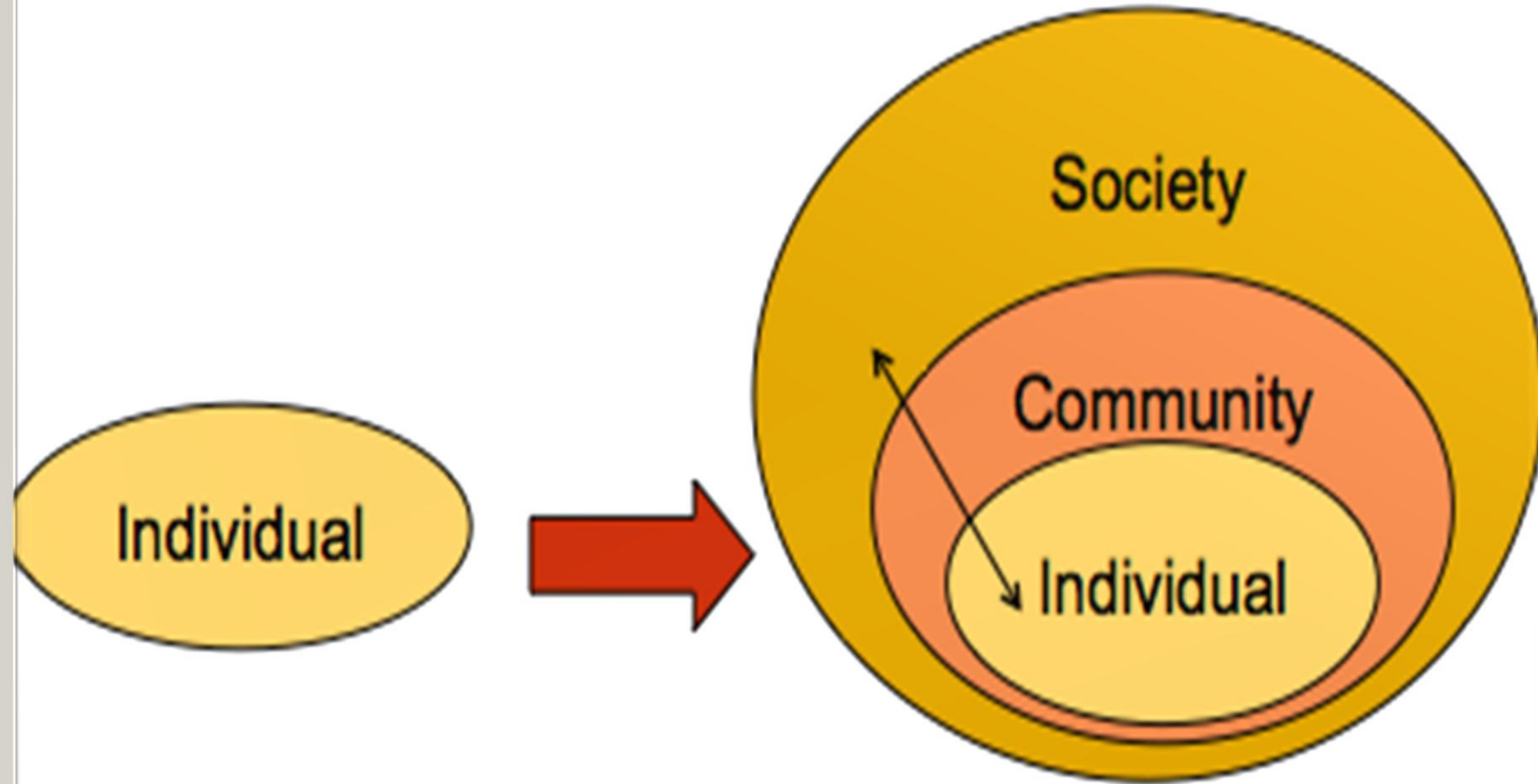
What is your own positionality and awareness of your own identities (e.g., racial, gender, sexual orientation, religious, language, socioeconomic)?

How does your positionality influence your perspectives, assumptions, and effectiveness as an ally?

How does your positionality increase your effectiveness as an ally? How does it decrease your effectiveness?



Circle of Influence Model – Covey.



Step 1: Identify your circles

- Identifying the root cause of community issues.
- Power and discrimination
- Social Hierarchies
- Are we building Trust ?
- Are we being transparent and consistent?
- Do we practice active listening and empathy?
- Do we define clear principles?
- Do we demonstrate accountability?
- Do we fostering inclusivity?
- Do we perceive that we are working on a shared goal”?



SET PRIORITIES

- Policy changes
- Prosocial Modeling
- Shared identity and purpose: unified message
- Equitable distribution: shared resources
- Consider barriers to prosocial modelling such as, the by stander effect, and in group favoritism.
- How does intersectionality impact diverse community members?



TAKE ACTION

"Doing With" Approach: Shifting from "doing for" to "doing with" by engaging marginalized groups in the planning and decision-making process for community projects.

- Community projects
- Encourage interaction and sharing stories
- Use # hashtags for social campaigns
- Inclusive decision making: All members have a voice
- Inclusive and Safe Public Spaces



MONITOR FOLLOWED BY ADJUSTMENT

Tracking Connections & Social Capital: Mapping new relationships, identifying "connectors," and auditing community participation levels.

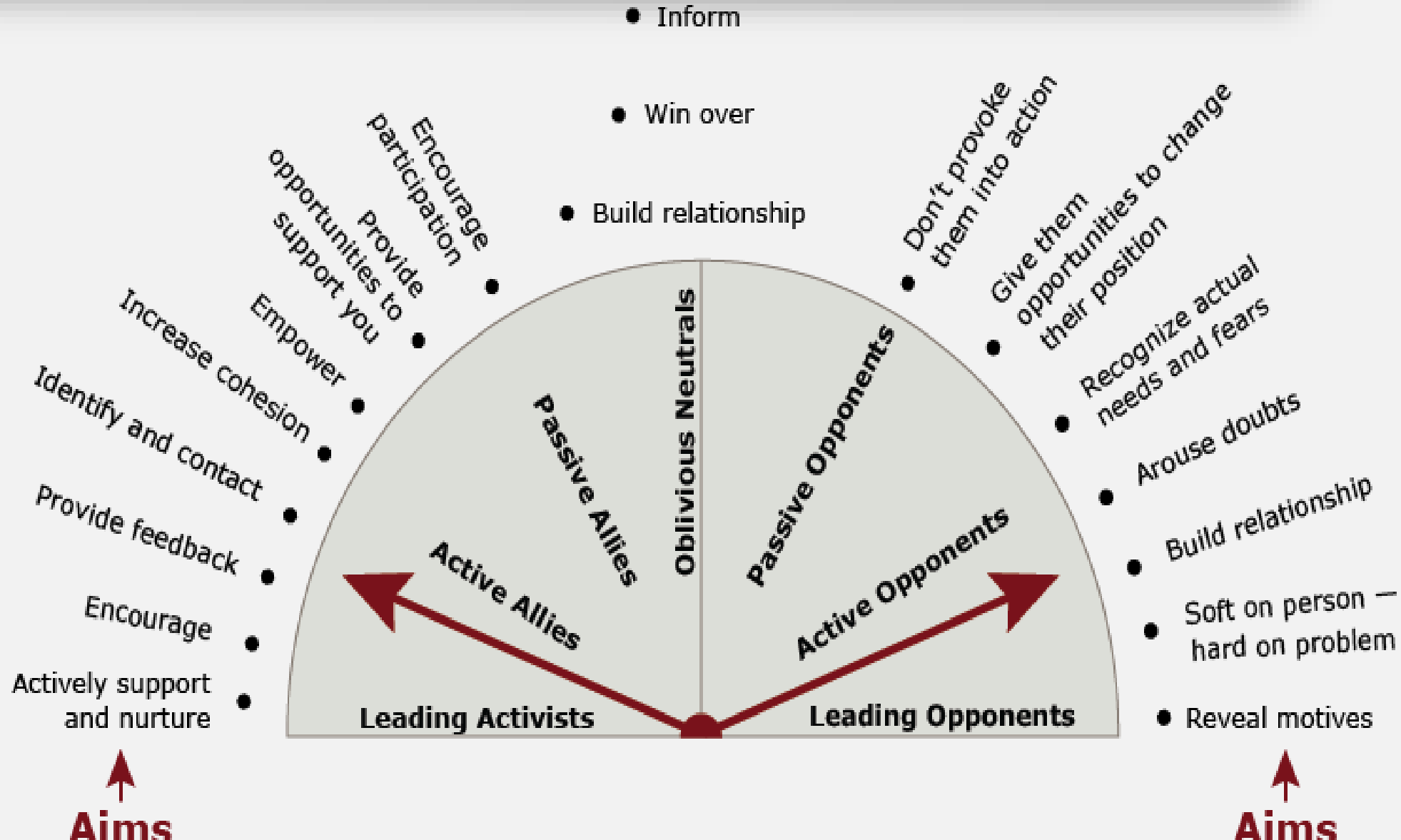
Process Evaluation: Examines how well an initiative was planned and implemented

Outcome Evaluation: Measures the immediate and long-term effects of the initiative on the community and its participants.



Circle of Influence Community Engagement Framework

University of Minnesota



Where do you fall on this barometer?

Where does an individual or group in your circle of influence lie on this barometer?

- What are your goals or aims for connecting with that individual or group as an ally?

What actions are you going to take to achieve the goals to connect with that individual or group as an ally?

Aims for leading activists, active allies, and passive allies

Actively support and nurture

Encourage

Provide feedback

Identify and contact

Increase cohesion

Empower

Provide opportunities to support you

Encourage participation

Aims for Oblivious Neutrals

Inform

Win over

Build relationship



Aims for passive opponents, active opponents, and leading opponents

Not provoke them into action

Give them opportunities to change their position

Recognize actual needs and fears

Arouse doubts

Build relationship

Soft on person - hard on problem

Reveal motives

Bring it Together

Positionality

Circle of Influence

Community Engagement Framework



THANK YOU

Siggy Leslie-Casselman 