Unique Approaches to Community Engagement: Challenges, Successes, Lessons Learned

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Patricia Ward, Museum of Science and Industry, IL
Blake Wigdahl, Thanksgiving Point, UT
Jennifer Zoffel, Noyce Leadership Institute, CA
Agenda

• Intro and Overview of Session
• You and Your Community
• Four 10-minute Case Studies
• Small Group Discussions
• Sharing & Wrap-Up
Goal: To strengthen the STEM learning environment in the neighborhoods where people live, work, and play.

Strategy: Create a critical mass of integrated programs and collaborations.
Long, Effective, Impactful Track Record
Working towards changing Isolated project efforts, individual drops...
...into cohesive ponds of science engagement & learning across Philly.
The Five Conditions of Collective Impact (Hanleybrown, Kania, Kramer; 2012)

Common Agenda

Shared Measurement

Mutually Reinforcing Activities

Continuous Communication

Backbone Support
Engaging Communities

A Multidisciplinary Review of Core Principles, Frameworks, and Evaluation Strategies for Community Engagement Initiatives

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Goal: Impact a whole geographical community. Can we change how people value and think about science learning opportunities for youth in their communities?
What does financial sustainability look like in community engagement work?
Breaking the Mold…

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ASTC 2014
Community Engagement

Community of Interest

Students, teachers, corporations, NGO’s, research laboratories etc.

Vehicles for Community Engagement

Process and implementation

Benefits

Unique resources, leverage, impact
Challenges/Insights
- Pushed all boundaries simultaneously
- Internal clarity/consensus around objectives
- Internal vs external stakeholders

Continuing efforts…
Thanksgiving Point Institute

cultivating transformative family learning

Farm to Table

Blake Wigdahl
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What does community engagement work look like inside an organization?

Farm to Table Strategic Initiative

Become the Wasatch Range’s Center for developing more responsible and sustainable ways to grow and connect with food by building a local community food network that leverages the story and resources at Thanksgiving Point - completing our Farm, Food, and Market experiences.

- Programs
  - Farm Country
  - People’s Garden
  - Master Gardeners
  - Junior Master Gardeners
  - Harvest Menu
  - Farmer’s Market
  - Annual Food Symposium
  - Advisory Board

- Restaurants
  - Tower Deli
  - Trellis Cafe
  - Expedition Cafe
  - Fraiche

- Farm
  - Local Farm partners
  - Thanksgiving Point products
  - Master Gardener 5 acres
  - Community garden plots

Sustainable economic, social, and environmental
Find the Why?
The deeper why for internal stakeholders?
Topics

• What is “a community” and what is the impact we want to make? (Dale)

• What does financial sustainability look like in community engagement work? (Gretchen)

• What does it look like to build community of interest around important topic? (Patty)

• What does community engagement work look like inside an organization? (Blake)