



# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**



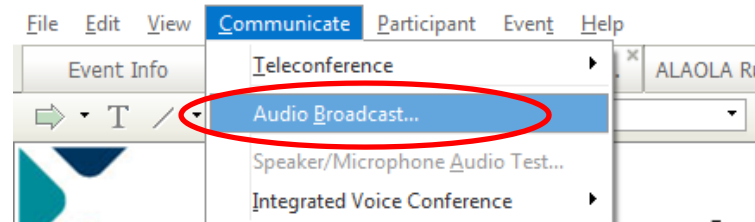
# Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:



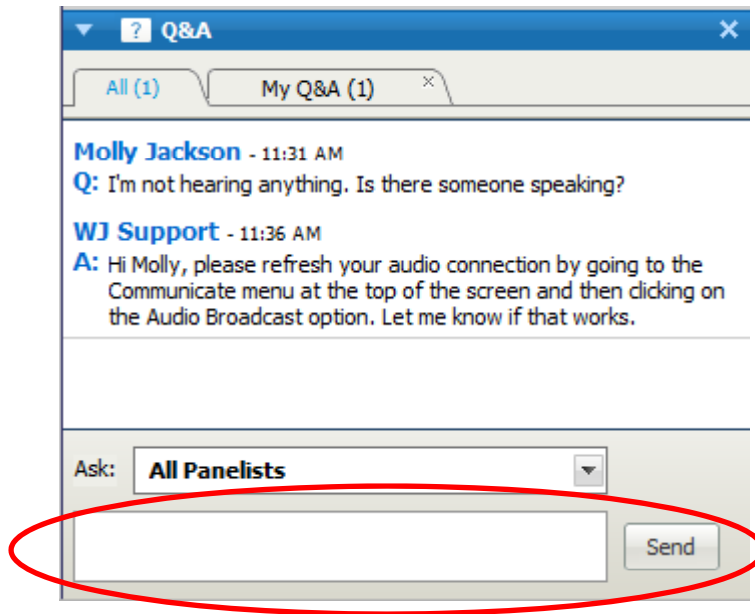
**Lost all sound? Hear an echo?** Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





# Need Help?

Please post **technical support questions** into the **Q&A Panel**.



**Step 1:** Type the problem in the **dialog box**.

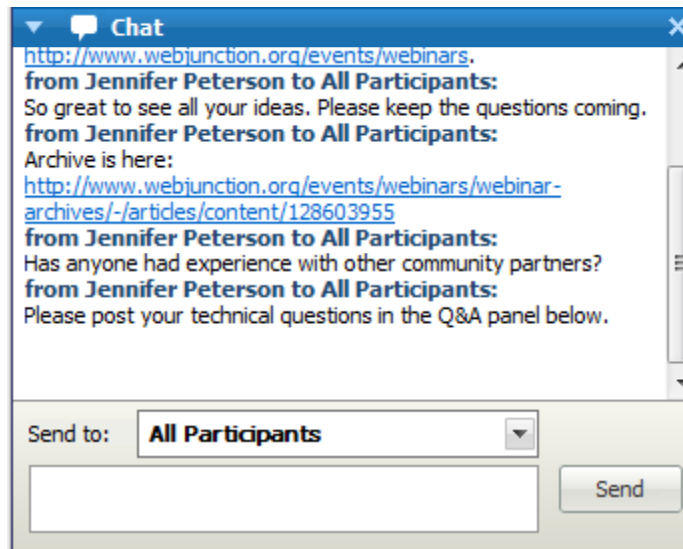
**Step 2:** Click **Send**.



# Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar**



# Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.



The screenshot shows a webinar interface with two main panels: 'Participants' and 'Chat'. The 'Participants' panel is at the top and contains a list of participants, including 'Jennifer Peterson (Host)', 'Susan Pieper', and 'Marci Merola'. The 'Chat' panel is at the bottom and contains a message from 'WJ Support to All Participants' with a link to webinar archives. A red circle highlights the close button (X) on the 'Participants' panel header, and a red arrow points to it from above. Another red arrow points to the right edge of the 'Chat' panel header from the text 'Hover over edge of panels to drag and resize.'



# Closed Captioning is available

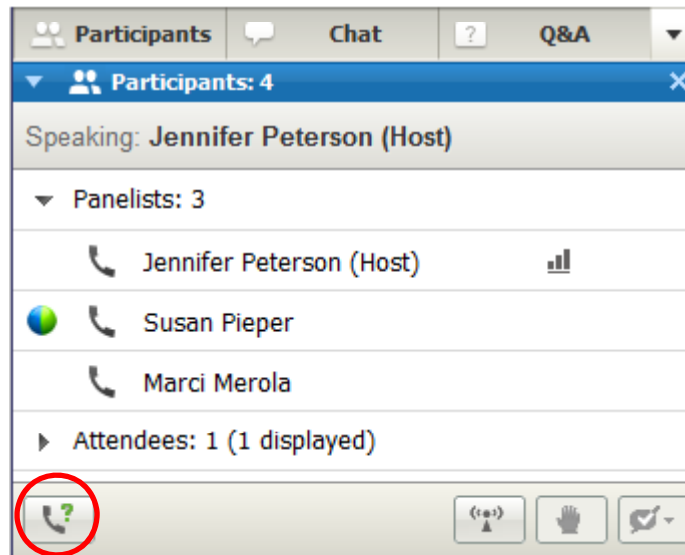
- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.

The screenshot displays the Media Viewer interface. At the top, the title bar reads "Media Viewer" and is circled in red. Below the title bar, the text "You are connected to event: WebJunctionTest" is visible. The interface includes a "Themes:" dropdown menu set to "Default", a "Font Size:" dropdown menu set to "14" (which is also circled in red), and a "Font Family:" dropdown menu set to "Arial". The main content area shows a sample of text: "computer, they are unmuted by default. So there were some subtle differences. We've been using some of the other platforms for smaller events and ones we wouldn't ne". At the bottom right, a "Show/Hide Header" button is circled in red. The footer contains the text "Copyright © 2010".



# Telephone Access

If you not able to listen via your computer, you may join by phone.



**Step 1:** Click on **Phone Icon** under the Participants list.

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter the **Access Code** and **Attendee ID** provided.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

**Contact WebEx support**

**Event Number: 719 598 381**

**Phone: 1-866-229-3239**



Produced by:

**Jennifer Peterson**

WebJunction  
Community Manager

Hosted by:

**Betha Gutsche**

WebJunction  
Program Manager







# Stay Informed

On WebJunction

[webjunction.org](http://webjunction.org)

**Crossroads** (monthly newsletter)

Subscribe on homepage

**Events**

[webjunction.org/events/webjunction](http://webjunction.org/events/webjunction)

[americaspeaks.org](http://americaspeaks.org)



Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**Connecticut** State Library

**Florida** Department of State's Division of  
Library and Information Services

**Georgia** Public Library Service

**Idaho** Commission for Libraries

**Illinois** State Library

**Indiana** State Library

State Library of **Kansas**

**Maine** State Library

**Minnesota** State Library Agency & Minitex

**Mississippi** Library Commission

**Missouri** State Library

**Montana** State Library

State Library of **North Carolina**

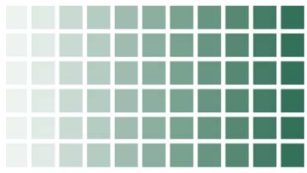
State Library of **Ohio**

Access **Pennsylvania**

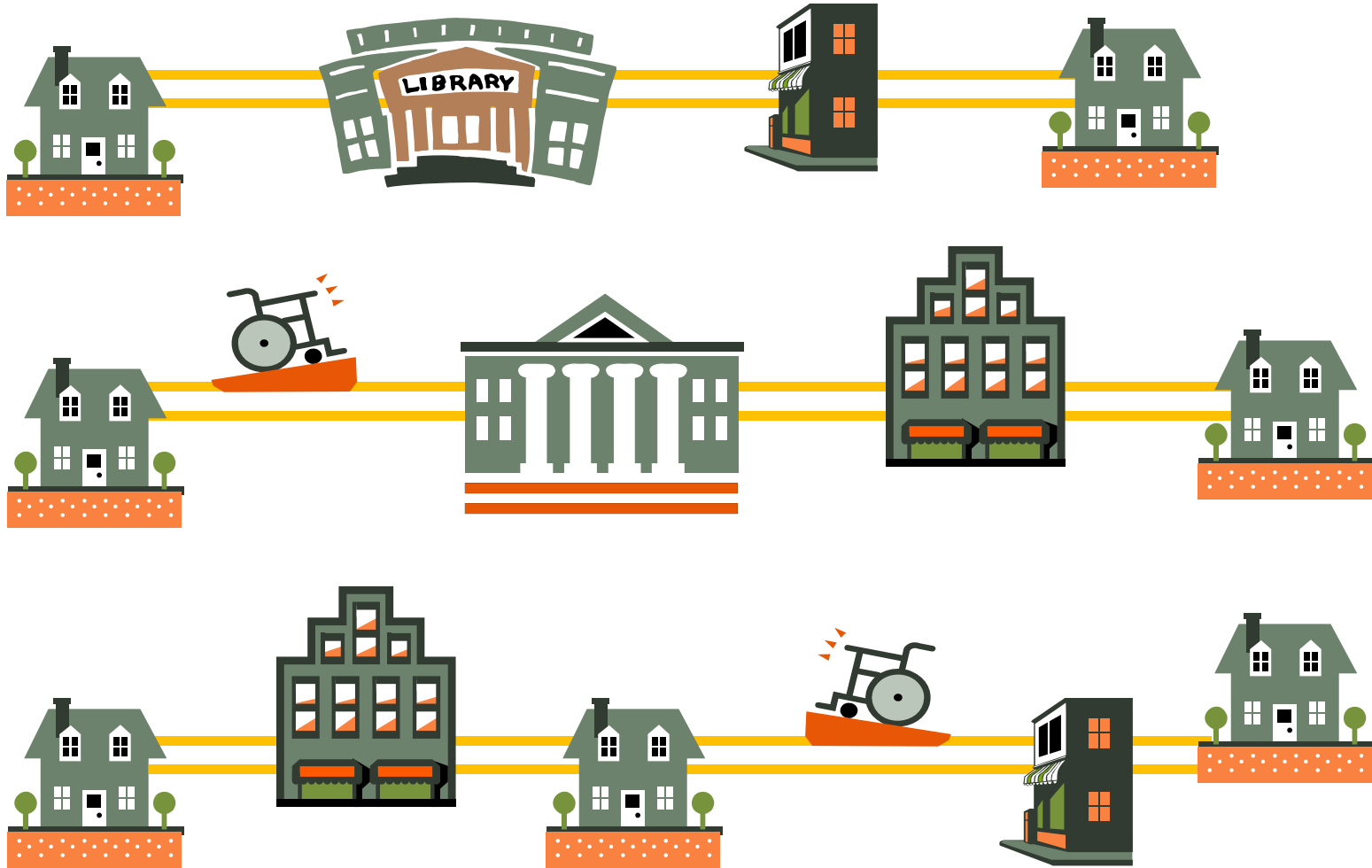
**Texas** State Library & Archives Commission

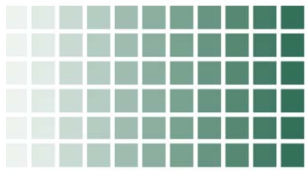
Library of **Virginia**

**Washington** State Library



# Building Digital Communities





## Digital inclusion is ...

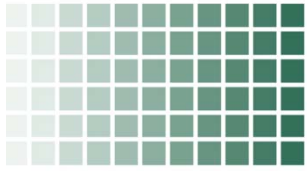
the ability of individuals and groups to access and use information and communication technologies.

Digital inclusion encompasses:

- availability of high speed broadband connections
- availability of hardware and software
- equitable access to the Internet
- relevant content and services
- training for digital literacy skills

Digital inclusion is about the equal opportunity for all to participate fully in the future.





## The connection with civic engagement

It takes the

**WHOLE COMMUNITY**

to make it **“OUR” CHALLENGE,**

not just **“THEIR”** problem



# Building Digital Communities

This project is funded by a grant from  
The Institute of Museum and Library Services (IMLS).

IMLS is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas.



This project is a partnership of WebJunction, TechSoup Global, and the International City/County Management Association (ICMA)





# Today's Presenters



**David Stern**

Director of Online  
Engagement,  
*AmericaSpeaks*



**Theo Brown**

Senior Associate,  
*AmericaSpeaks*

# **Leading Civic Engagement: Engaging Your Community to Influence Policy**

*A Webinar with WebJunction OCLC*

September 6, 2012

**AMERICASPEAKS**  
Engaging Citizens in Governance



# Webinar Outline

- Background on *AmericaSpeaks*
- Project examples
- Outreach strategies & principles
- Applying our values to web & mobile
- Online engagement examples
- Library partnership potential
- Key lessons

# AmericaSpeaks' Vision



Engage citizens  
in the most  
important public  
decisions that  
impact their lives

# AmericaSpeaks' History

- Over 15 years of large-scale citizen engagement experience
- 165,000 + participants to date
- Projects in all 50 states and 15 countries
- Linking public will and political will for significant change

# 21<sup>st</sup> Century Town Meetings

- Link to decision-making
- Neutral presentation of issue and facts
- Diverse participation
- Trained facilitation
- Conversation theming & keypad polling to find priorities



→ *Large scale impact*

# Project Examples

# Example of *AmericaSpeaks* Program: Unified New Orleans Plan

- Citywide, as well as nationwide, meetings to develop plan for rebuilding the city
- 2500 people in New Orleans and 20 other locations
- Biggest demographic challenge: low-income African-Americans
- Remote locations—libraries and other community facilities

# Examples of Smaller *AmericaSpeaks* Projects

- In addition to large 21<sup>st</sup> Century Town Meetings, *AmericaSpeaks* also promotes engagement at a small scale
- Numerous successful projects have brought together 50-250 participants
  - Owensboro, KY town meetings
  - DC area Council of Government transportation forums
  - California health care forums
  - Neighborhood summits in Washington, DC

# Outreach Strategies

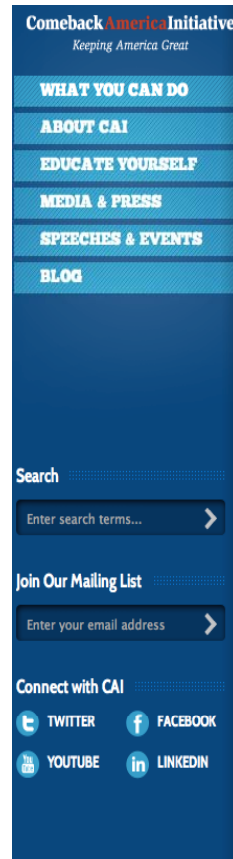


# Set Clear Goals for Participation

- This initial task drives the outreach plan
- Who needs to be involved and in what numbers?
- Goals for overall participation and important demographics
- Identify the “hard to reach”

# Pre-Registration

- Set up online registration to track demographics
- Check progress regularly
- Adjust outreach strategy as needed



## APPLY TODAY

Interested registered voters must apply. Applications will be accepted to ensure participants are demographically and politically representative of the State of Ohio. Two-thirds of those accepted will be residents of the 16th Congressional District. Acceptances will be issued in installments. Therefore, early applications are most likely to be accepted.

[Add to iCal/Outlook](#) [Add to Google Calendar](#)

### Register for this event

First Name\*

Last Name\*

Email\*

Phone\*

Street\*

City

Zip/Postal Code\*

Please fill out the following demographic information. Demographic information will be used only to ensure a representative group of citizens at the meeting.

Age:

Gender

# Set Up Outreach Committee

- Include the diversity you want at the meeting
- Craft message and create recruitment materials
- Design outreach plan with specific tasks and timeline
- Assign all tasks to specific people
- Develop communications strategy to assist outreach

# Key Outreach Principles

- Have people promote with their circles of trust and influence
- Make invitations as personal as possible
- It's like real estate, only three things matter
  - Follow up, follow up and follow up!
- Emphasize why it's important to participate
  - What's in it for me?
  - Why is this important to my organization?

# Recruiting Through Organizational Networks

- Make an expanded list of organizations and groups to contact—not just “the usual suspects”
- Get buy in from the necessary organizations
- Issue invitations in ways that reinforce each other
- Set specific recruitment targets for groups that agree to help
  - Be optimistic, but realistic
  - Essential for getting a demographic balance

# Recruiting From The General Public

- Identify the segment(s) of the public you want to reach—be as specific as possible
- Design tactics to get invitations to the targeted groups
  - Distribute flyers where they shop
  - Canvass areas where they live
  - Promote on radio stations they listen to
  - Contact churches where they worship
  - Run ads in local papers they read
  - Post information on websites they visit

# Recruiting The “Hard to Reach”

- “The ‘hard to reach’ are hard to reach”
- Develop a special strategy for the HTR
- Find recruiters within the group(s) that are targeted
- Personal invitations are key
- Remove barriers to participation

**EL ALCALDE VINCENT C. GRAY**  
**LE INVITA CORDIALMENTE A PARTICIPAR EN**  
**LA CUMBRE DE LA CIUDAD**



**Cumbre de la Ciudad**  
**una ciudad, un futuro**

**En el evento, usted tendrá la oportunidad de hacer oír su voz al:**

- Votar en la selección de prioridades específicas que se llevarán a cabo el próximo año
- Participar en una lluvia de ideas sobre cómo el Gobierno de DC puede trabajar más eficazmente junto con sus ciudadanos
- Identificar las diferentes maneras en que usted puede involucrarse más en los futuros esfuerzos para crear una ciudad más unida que funcione para el bien de todos
- Conocer sobre los últimos esfuerzos para aumentar el crecimiento de nuestra economía, mejorar nuestras escuelas, crear más fuentes de trabajo y otras iniciativas que están siendo planeadas para el avance de nuestra ciudad
- Participar en la discusión sobre algunos de los retos más grandes que impiden que nuestra ciudad sea realmente Una Ciudad
- Compartir su punto de vista en pequeños grupos de discusión y al escuchar a sus vecinos de todos los rincones de la ciudad

**SÁBADO, 11 DE FEBRERO 2012**  
**9:30A.M – 4:00P.M.**  
**Washington Convention Center**  
**801 Mount Vernon Place, N.W.**  
**Washington, DC**

**¡INSCRÍBASE HOY MISMO!**  
**@ [WWW.ONECITYSUMMIT.DC.GOV](http://WWW.ONECITYSUMMIT.DC.GOV)**  
**SE INVITA A TODOS LOS RESIDENTES**  
**DEL DISTRITO DE COLUMBIA**

**¡SE PROVEERÁ ALMUERZO GRATIS!**

**Correo electrónico: [onecitysummit@dc.gov](mailto:onecitysummit@dc.gov)**  **Teléfono: (202) 709-5132**

Nombre \_\_\_\_\_ Segundo nombre \_\_\_\_\_ Apellido paterno \_\_\_\_\_  
Dirección: \_\_\_\_\_  
Ciudad: \_\_\_\_\_ Estado \_\_\_\_\_ Código Postal \_\_\_\_\_  
Teléfono fijo (\_\_\_\_) \_\_\_\_\_ Teléfono del trabajo (\_\_\_\_) \_\_\_\_\_  
¿Necesita medio de transporte para llegar al evento?  Sí  No  Correo electrónico: \_\_\_\_\_  
¿Necesita Servicios de Interpretación? Si \_\_\_\_\_ Indique en qué idioma:  
 Español  Chino (Mandarín)  Coreano  Vietnamita  Lenguaje de Señas (ASL)  Otro \_\_\_\_\_  
Información demográfica: (Opcional)  
Sexo:  F  M Edad:  15-22  22-34  35-54  Mayor de 55  
Seleccione lo que corresponda:  
 Negro/Africano  Indio Americano o Nativo de Alaska  Hispano /Latino  Asiático/Isleño del Pacífico  Blanco  Otro \_\_\_\_\_  
Área de la ciudad en que vive: (seleccione la que corresponda)  1  2  3  4  5  6  7  8

# Digital Engagement



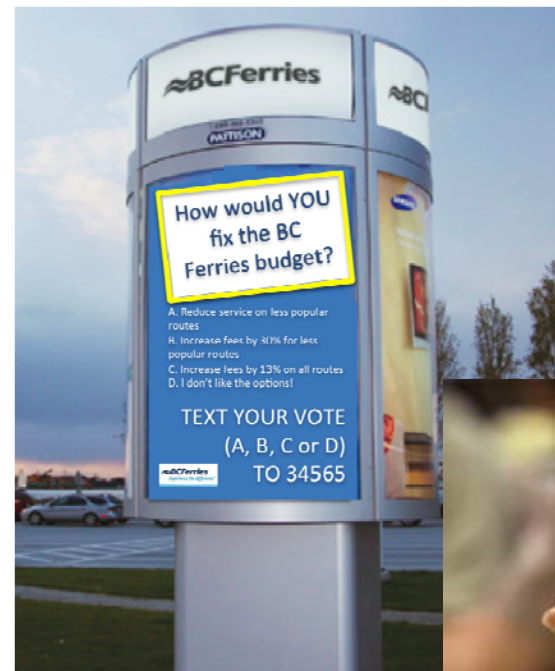
# Our Approach to Web & Mobile Engagement

- New technologies can help achieve greater scale at lower cost
- New media enable rapid, social sharing
- Use online outreach to encourage Face-to-Face engagement

*The process is fundamentally the same*

# Technology is Key to Inclusion

- Technology selection is critical
- Offer multiple options
- Decide based on:
  - Ease of use for citizens
  - Accessibility
  - Built-in networks and communities
  - Cost/ease of implementation
- Keypads vs. text messaging vs. mobile web app



# Online Project Examples

# Case Study: The American Square





[HOME](#) [MY PAGE](#) [BLOGS](#) [FORUMS](#) [LEARN](#) [COMMUNITY](#) [ABOUT](#)

## Welcome!

The Concord Square is a place where Americans of all backgrounds and opinions can come together to discuss the key budget policy issues faced by our country in an environment of mutual respect. Read more...

## Latest Activity

 Jackie O'Neil is now a member of The Concord Square yesterday  
[Welcome Them!](#)

 Charles Henson left a comment for Barry Anderson  
"Mr. Anderson, have you read Eric Laursen's book "The peoples pension"? He differs with you on when the trust will go broke, but he makes a very good point that we need to decide what we want our



## Blog Posts


Welcome to The Concord Square


[Sign Up](#)  
or [Sign In](#)


Or sign in with:



## Most Popular

 1 I wish to do much better than last 12 months, says Actual Madrid assailant Callejon

 2 Ancient Ways of Training

 A Persuasion Tips In Creating

**AMERICASPEAKS**  
Engaging Citizens in Governance

# Case Study: The American Square

- Civil, fact-based discussion of policy and politics
- Initially focused on budget and deficit issues
- In the community, we sought to maintain delicate balance between opposite political ideologies
- Asked for partisan identity during registration process

# Case Study: The American Square

- Initial outreach via our networks and through Coffee Party
- Noticeable leftward skew
- Approached Tea Party
- On difficult issues, need to facilitate the conversation, ground conversation in neutral, fact-based material

# Case Study: Delaware Dream

Delaware Libraries

Home What do you geek? eBooks & eAudiobooks eMagazines & More Libraries

## We Geek the Delaware Dream

New and returning users may [sign in](#)

We all have dreams about the future — for ourselves, our families, and our communities. The dream of Delaware Libraries is to help our state become an even more vibrant and prosperous place where *all* dreams are realized.

### What is *your* version of the Delaware Dream?

My Delaware dream is...

Hot **Top Ideas** New My feedback ▾

**6** votes  
Vote

**Job and career opportunities for everyone**  
Having "just a job" is not enough - Delaware can be exemplary by providing excellent employment opportunities that help a motivated worker become more proficient and a better individual through career workshops, professional development, and volunteering through the support of their employers.

0 comments

**3** votes  
Vote

**A greener Delaware**  
better urban planning, less sprawl

0 comments

**2** votes

**Every individual and community will achieve full potential**

Search

Contact support

Give feedback

Moderated by **AmericaSpeaks**  
**AMERICA SPEAKS**  
Engaging Citizens in Governance

Comment & Use Policy

By participating you are agree that you understand and will abide by our [Comment & Use Policy](#).

# Case Study: Delaware Dream

- Online brainstorming process
  - Submit ideas to address a particular question
  - Vote on others' ideas to identify the most popular
- Purpose
  - Create conversation around shared vision for their state
  - Help libraries understand patrons' goals



# Case Study: Delaware Dream

- Outreach channels
  - Library computer home pages
  - Library email lists
  - Delaware.gov & Delaware library system homepage
  - Partner organizations: businesses, nonprofits, hospitals, schools
  - Press
- Demographic balance matters, but exact match with target groups isn't necessary

# Libraries Can Support Others' Efforts

- Stay aware of local efforts & keep in touch with civic organizations in your community
- Look for ways to promote engagement opportunities through partners with your patrons (email, websites, bulletin boards, etc.)
- Consider letting partners working on community engagement use your space, computers, and other resources
- Choose partners carefully – avoid partisan, political, controversial content or missions

# Face The Facts

- National effort to promote civil, fact-based political discourse
- Free discussion guides on a range of issue areas (deficit, taxes, environment, infrastructure...)
- Community engagement opportunity for libraries – convene patrons and facilitate discussions on national policy issues
- Get involved – contact us!  
[admin@facethefactsusa.org](mailto:admin@facethefactsusa.org)



## Face the Facts USA

delivers provocative facts about big issues to help Americans debunk myths, hold better conversations, get involved, and make choices as smarter citizens.

# Take Home Lessons

- Invest heavily in outreach, think carefully about how people find out about and participate in your engagement efforts
- Choose technologies that the people you are targeting will be likely and able to use well
- Look for broader initiatives (outside library traditional scope) to engage people on their needs and interests

# Q & A

# Thank you!

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