



# Foundations for Authentic Engagement

## CONFIDENCE SERIES

*Building your skills and capacity for community engagement*

If you want to understand the full circle of engagement – in one practical, skill-based course – this is the course for you. This foundational course gives participants all they need to support authentic and compelling engagement by looking at engagement concepts and principles; needs analysis; the planning cycle for engagement design; recruitment; facilitating engagement; analysis and reporting; and evaluation.

This 15-hour online, trainer-facilitated course is a must for professionals who want to strengthen their understanding and application of engagement best practices. This course supports individuals – whether they are staff or consultants, do engagement every day or only periodically – who have functional responsibilities to design, plan, implement and evaluate engagement initiatives. Graduate students with an interest in exploring engagement as a career mission are welcome to participate. At the end of this course, participants will have the knowledge, skills, tools, and motivation to support the full circle of authentic and meaningful engagement – from needs analysis and planning to reporting and evaluation.

## TOPICS INCLUDE:

- What is engagement and what is it not?
- Engagement spectrums, policies, and frameworks
- The decision statement
- Drafting meaningful engagement objectives
- Participant identification and recruitment
- Exploring a range of powerful engagement techniques (objective-based design) for in-person and virtual settings
- Strategies for helping people manage high emotions in public meetings



**Micro credential included.**  
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