

ASSOCIATION OF NOVA SCOTIA MUSEUMS

Community Engagement



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“No longer are museums judged by their internal resources - collections, endowments, facilities and staff – but rather by the external benefits and value they create for the individuals and communities they serve.”

- Candace Tangorra Matelic

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How do we define “Community”?




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“Just Like Onions”



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7 Reasons for Community Engagement



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How do we describe “Community Engagement”?



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How can Community Engagement be used?

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Who do we Engage?

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How do you get started?

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Inform **Consult** **Involve** **Collaborate** **Empower**

Inform ——— **Involve** ——— **Empower**

Low level of public engagement Mid level of public engagement High level of public engagement

Image from AEA365: Community Engagement in Evaluation

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Increasing Level of Community Involvement, Impact, Trust, and Communication Flow

Inform	Consult	Involve	Collaborate	Shared Leadership
<p>Some Community Involvement</p> <p>Communication flow from one to the other or none</p> <p>Provides community with info today</p> <p>Outcomes: None</p> <p>Outcomes: Optimal, sometimes communication channels and elements for outreach</p>	<p>More Community Involvement</p> <p>Communication flow in 2-direction and from back, vision seeking</p> <p>Engage information in back from the community</p> <p>Outcomes: Shared information</p> <p>Outcomes: Develops connections</p>	<p>Deeper Community Involvement</p> <p>Communication flow with open, participatory 2-way communication</p> <p>Invites more participation with community in vision</p> <p>Outcomes: Responds with assistance</p> <p>Outcomes: Ability of partnership established with increased responsibility</p>	<p>Community involvement</p> <p>Communication flow in bidirectional</p> <p>Active partnerships with community in each aspect of project from development to delivery</p> <p>Outcomes: Shared information, dialogue</p> <p>Outcomes: Partnership building, trust building</p>	<p>Shared Leadership/Agility</p> <p>Final decision making in all community level</p> <p>Outcomes: Shared strong partnership structures</p> <p>Outcomes: Greater health outcomes affecting broader community along bidirectional trust built</p>

Reference: Modified by drawing from the International Association for Public Participation.

Image from AEA365: Community Engagement in Evaluation

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How Will it Change Your Organisation?



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ANSM

Karin Kierstead
Manager
Museum Evaluation Program

902-423-4677
support@ansm.ns.ca

www.ansm.ns.ca