

AUTHENTIC ENGAGEMENT

GENERATE PUBLIC KNOWLEDGE

PUBLIC KNOWLEDGE KEYS

PURPOSE

To measure the Public Knowledge Keys.

DIRECTIONS

Please respond to the 7 Public Knowledge Keys on the following page. Mark your answer on the score sheet. To rate the questions, use this scale:

The Harwood Rating Scale	
Rating	What it means
We've Got It	We feel good about saying we've got this factor.
Real Progress	We're steadily improving and moving in the right direction. Still room for improvement.
Starting to Improve	We're beginning to demonstrate genuine effort. Things are starting to get better.
Lip Service	We're talking a good game, but our actions are not in line with what we're saying.
Business As Usual	We haven't changed at all – it's "business as usual."
Not Applicable	This factor is either not relevant to our work or not on our radar.

Welcome & Aspirations

The 3 A's of Public Life

Public Capital Case Studies

Understanding Community Rhythms

Being a Public Innovator

Effective Civic Action

Authentic Engagement

Open Lab – Personal Challenges

Personal Covenant

Notes

Glossary of Terms

Reading List

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Factors	We've Got it	Real Progress	Starting to Improve	Lip Service	Business as Usual	Not Applicable
ISSUES OF CONCERN – What are the concerns, challenges, and issues people talk about; how do they define those concerns – what webs emerge; what tensions are people struggling with – and why?						
ASPIRATIONS – What aspirations do people hold for their community/topic; their futures and those of others?						
SENSE OF PLACE – What is the history of the people, places, and issues of concern; what is the evolution and development of these things over time; what is the look and feel of the community/topic?						
SOURCES – Who are the people in the community/topic that people consider to be authentic, credible and trusted? Make sure to go beyond “officials” and to consider a wide range of sources.						
PEOPLE – What are the things people hold valuable (heritage, sports, stories); what language do people use as they talk; what norms shape people’s interactions; who else do you need to talk with?						
CIVIC PLACES – Where do people get together (offline, online, etc); in what kinds of places can people be engaged?						
STEREOTYPES TO WATCH – What preconceived notions (and/or professional biases) do you and/or others have about the community/topic you are exploring?						

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