

AUTHENTIC ENGAGEMENT

GENERATE PUBLIC KNOWLEDGE

7 PUBLIC KNOWLEDGE KEYS

Here are seven keys you will want to keep front and center to figure out what you heard from Authentic Engagement sessions. For every engagement conversation, go through each of the keys and record what you have learned.*

1. 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?

2. ASPIRATIONS – What aspirations do people hold for their community/topic; their futures and those of others?

3. 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?

4. 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.

5. 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?

6. CIVIC PLACES – Where do people get together (offline, online, etc); in what kinds of places can people be engaged?

7. STEREOTYPES TO WATCH – What preconceived notions (and/or professional biases) do you and/or others have about the community/topic you are exploring?

*If you hold more than one conversation, pull together the individuals who led and/or listened to the conversations to go over the 7 Public Knowledge Keys. Make sure to repeat this process after every three or so conversations.

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