

## INTRODUCTION

## WORKSHOP 3 MAKING SENSE OF INFORMATION

CONTENTS	OBJECTIVES:
Pre Workshop Planning: Overview	1. Learn to link assets with information for community planning
Background Information	2. Learn to use information to make a case for a specific issue
Workshop Presentation: Proposed Workshop Guide	3. Learn to use neighborhood level information
Pre Workshop Planning: Workshop Preparation Workbook Sample Agenda	4. Continue gathering information
Exercise	
Recording Worksheet	

### MATERIALS AND SUPPLIES FOR THIS WORKSHOP:

#### MATERIALS:

- ▶ Sign in sheet
- ▶ Sample Agenda
- ▶ Calendar
- ▶ EXERCISE 1: S.C.O.T. EXERCISE
- ▶ RECORDING WORKSHEET
- ▶ Community Services Directory
- ▶ Map of the neighborhood
- ▶ Directory Information
- ▶ Workshop 2 Compiled Results

- ▶ List of identified assets

#### SUPPLIES:

- ▶ Easel pad and Easel pad stand
- ▶ Markers
- ▶ Tape
- ▶ Pens/Pencils
- ▶ Snacks/Drinks
- ▶ Writing Pad
- ▶ Timepiece

## **OVERVIEW:**

In this workshop, the group learns to interpret information and make it useful to address the issue. They brainstorm strengths, challenges, opportunities, and threats (S.C.O.T.) of their neighborhood. They also brainstorm on ways to link the identified assets and to link the assets to the collected data and information.

- This workshop looks into the group's understanding of statistical and directory information. The importance of this information also gets emphasized in planning for community change. The better understanding the group has of the information, the easier it is to use the data.
- If the group is having difficulty understanding the information, make a handout to explain terms, units of measurement and other important information gathered during researching. Once the group interprets the information, they can discuss ways to use it and ways to build consensus for their plans.
- In addition to having a list of assets, it is important for the group to come up with ways to link the assets to better implement the needs of the community. This approach might become simpler as components of the action plan are identified and put together.
- It is also important for the group to link statistical information and data to the appropriate identified assets. This will help you gain a better understanding of how the collected data can be used in relation to the assets.

### 3.1 LINKING COMMUNITY ASSETS & RESOURCES

1. *Collect information about what is good in the neighborhood from these sources:*

- Institutions
- Associations
- Individuals
- Other Groups

2. *Link the above assets to...*

- ... increase resources within the community for issues of interest
- ... bring out skills and talents of community members
- ... use resources in the community before turning to outside sources
- ... bring effective problem solvers together

**The community becomes stronger any time people are linked with other people to solve problems**

3. *Brainstorm*

- What assets could be connected
- What challenges exist that prevent the connection from occurring
- What problems will get solved as result of this connection

4. *What information should be collected about the issue?*

6. *Which method will you choose to present the collected data?  
(Keep in mind who the information will be presented to)*

- General Presentation
- Political Presentation
- Educational Presentation
- Grant
- Resource Development
- Developed Action Plan
- Advertisement
- Others?

7. *In what form will you present the information?*

- Report
- Graph, Grid or Chart
- Copyright Issues
- Flyer
- Others?

### 3.2 WHO SHOULD BE INVOLVED IN THE PLANNING PROCESS?

- Representatives from identified community assets
- People who are not normally considered community leaders
- People from diverse backgrounds and groups
- Assets
- Allies
- Stakeholders
- Who else?

#### *WHY SHOULD VARIETY OF PEOPLE BE INVOLVED IN THE PLANNING PROCESS?*

- **First**, by having all assets at the table, we can begin a dialogue of how to work together to address a particular problem.
- **Second**, having complete representation at the table will allow diverse views to be expressed and heard.

#### *WHAT IS A CONSENSUS?*

- *A consensus is a decision that everyone can live with.* It does not mean all will agree to every aspects of the decision. But it means people involved will feel fine about supporting the plan and feel comfortable that their voices were heard.
- It is important to reach consensus in the planning process. This way group members will take ownership of the project and it won't be one person's action plan.
- This will create unity and excitement among the group to take action.

#### *STEPS TO REACH CONSENSUS:*

1. Discuss the issue, listen to everyone's input and address concerns of the group
2. Ask each person what their view is and be open to discussion
3. If consensus has not been reached repeat steps 1 and 2

**WORKSHOP  
PRESENTATION**

**WORKSHOP 3  
MAKING SENSE  
OF INFORMATION**

**PROPOSED WORKSHOP GUIDE**

<b>Time</b>	<b>Activity / Topic</b>	<b>Presentation</b>	<b>Materials Needed</b>
2 MIN	Agenda	<b>Introduce</b> the agenda <b>Ask</b> participants if any changes or additions are needed to be made	* Agenda
5 MIN	Objectives	<b>Present</b> objectives of the workshop	* Objectives written on Easel Pad * Markers
5 MIN	Review	<b>Distribute</b> compiled results of Workshop 2 <b>Ask</b> if any additions or changes are needed to be made	* Compiled results of Workshop 2
15 MIN	Report on Tasks	<b>Ask</b> participants to share collected information and data <b>Ask</b> what their interpretation of the data is <b>Ask</b> what information they want to use <b>Record</b> the responses	* Easel Pad * Markers
30 MIN	Exercise	<b>Distribute</b> Exercise 1 and explain it to the group <b>Ask</b> participants to break up into groups and do the S.C.O.T. exercise * Strengths 5 min * Challenges 5 min * Opportunities 5 min * Threats 5 min * Group report 5 min	* Exercise 1 * Pens * List of identified assets
10 MIN	Break		* Snacks/ Drinks

**WORKSHOP  
PRESENTATION**

**WORKSHOP 3  
MAKING SENSE  
OF INFORMATION**

**PROPOSED WORKSHOP GUIDE CONT.**

<b>Time</b>	<b>Activity / Topic</b>	<b>Presentation</b>	<b>Materials Needed</b>
15 MIN	Present	<p><b>Present</b> Linking Community Assets and Resources (See Background Information 3.1, 3.2)</p> <p><b>Brainstorm</b> responses to the following questions using information from the S.C.O.T. exercise:</p> <ul style="list-style-type: none"> <li>* What assets could be linked together?</li> <li>* What is the first step towards linking those assets?</li> </ul>	<ul style="list-style-type: none"> <li>* Easel Pad</li> <li>* Markers</li> <li>* Completed S.C.O.T. exercise sheet</li> </ul>
30 MIN	Exercise	<p><b>Ask</b> the participants to break up into groups and brainstorm ways to link identified assets and collected information (Refer to the information collected in the "SCOT" analysis and other exercises)</p> <p><b>Discuss</b> results of the group discussion</p> <p><b>Brainstorm</b> on the following:</p> <ul style="list-style-type: none"> <li>* Who do we want to present this information to?</li> <li>* How will we present the information?</li> </ul>	<ul style="list-style-type: none"> <li>* List of identified assets</li> <li>* Collected data from each group</li> </ul>
10 MIN	Tasks for the week	<p>Tasks for the week:</p> <ul style="list-style-type: none"> <li>* Continue collecting information (assets and statistical data)</li> </ul> <p><b>Record</b> who is collecting what information</p>	<ul style="list-style-type: none"> <li>* Easel Pad</li> <li>* Markers</li> </ul>
10 MIN	Wrap up	<p><b>Review</b> objectives of Workshop 3</p> <p><b>Overview</b> of Workshop 4</p> <p><b>Answer</b> Questions</p>	

## WORKSHOP PREPARATION WORKBOOK

### Research

- How can you analyze the information?
- What more information is needed about the issue of concern?
- Who might be able to help you get the information?
- Do you need help to analyze the information? Who can help analyze the information?

## **WORKSHOP PREPARATION WORKBOOK CONT.**

- What ties have you found between the identified assets and the information you want or have?

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- What method has the group chosen to present the collected data?
  - General Presentation
  - Political Presentation
  - Educational Presentation
  - Grant
  - Resource Development
  - Developed Action Plan
  - Advertisement

- What form has the group chosen to present the data?
  - Report
  - Graph, Grid or Chart
  - Flyer
  - Copyright Issues

## WORKSHOP PREPARATION WORKBOOK CONT.

- What assets are needed to present the issue?

### How to use the materials

- When and how should you use the handouts?
  
- Are there additional handouts that might be useful?
  
- How should the map and *Community Services Directory* be used?

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## **WORKSHOP PREPARATION WORKBOOK CONT.**

- What additional materials are helpful for the workshop?
  
- How can you assist workshop participants to analyze the information?
  
- How can you help workshop participants to use the information?
  
- How can you assist workshop participants to link neighborhood assets and information to the issue of interest?

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## **SAMPLE AGENDA**

I.	Objectives of the Workshop and Review of the Agenda	7 MIN
II.	Review from last workshop (overview and update on tasks)	20 MIN
III.	S.C.O.T. Exercise	30 MIN
	<ul style="list-style-type: none"><li>• Strengths</li><li>• Challenges</li><li>• Opportunities</li><li>• Threats</li></ul>	
IV.	Break	10 MIN
V.	Link Community Assets and Resources	15 MIN
VI.	Link Community Assets and Resources with collected data	30 MIN
VII.	Assign Tasks	10 MIN
	<ul style="list-style-type: none"><li>• Continue collecting information (Assets and Data)</li></ul>	
VIII.	Wrap Up	10 MIN

**NEXT TIME: Workshop 4 - Setting Outcomes and Goals**

## EXERCISE 1

## WORKSHOP 3 MAKING SENSE OF INFORMATION

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### S.C.O.T. EXERCISE

A method to brainstorm on strengths, challenges, opportunities, and threats in the neighborhood to address the issue(s) of concern

✂ **STRENGTHS** (Use the recorded asset information and add any new assets)

✂ **CHALLENGES** (What obstacles are in the way of addressing the issue(s)?)

✂ **OPPORTUNITIES** (What could happen in the future to help your issue?)

✂ **THREATS** (What could happen in the future that would threaten your issue?)

(By categorizing the CHALLENGES you can identify potential committees for your group)

**RECORDING  
WORKSHEET**

**WORKSHOP 3  
MAKING SENSE  
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**Evaluation of Workshop Progress**

(Useful way for the facilitator to evaluate the progress of the workshop)

<b>Strategies</b>	<b>Where are we supposed to be?</b>	<b>Where are we?</b>
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

**RECORDING  
WORKSHEET**

**WORKSHOP 3  
MAKING SENSE  
OF INFORMATION**

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\* Statistics Collected:

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\* Statistics Interpretation:

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\* Information to Use:

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**RECORDING  
WORKSHEET**

**WORKSHOP 3  
MAKING SENSE  
OF INFORMATION**

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\* What other information do we need?

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\* Ways to Use the Information

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\* Who is our Audience?

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\* Who are our Allies?

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**RECORDING  
WORKSHEET**

**WORKSHOP 3  
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\* Who are the stakeholders in this neighborhood?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

\* Who are the stakeholders dealing with this issue?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

\* Which community assets and resources can be linked?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

\* What first step needs to be taken to link the assets?

_____
_____
_____
_____
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**"S.C.O.T." Analysis**

\* **S**trengths

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\* **C**hallenges

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\* **O**pportunities

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\* **T**hreats

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**RECORDING  
WORKSHEET**

**WORKSHOP 3  
MAKING SENSE  
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**TASKS FOR THE WEEK**

**Task**

**Responsible Person**

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