

INTRODUCTION

WORKSHOP 5 OBJECTIVES AND COMMUNITY CONSENSUS

CONTENTS	OBJECTIVES:
<p>Pre Workshop Planning: Overview</p> <p>Background Information</p> <p>Workshop Presentation: Proposed Workshop Guide</p> <p>Pre Workshop Planning: Workshop Preparation Workbook Sample Agenda</p> <p>Handouts</p>	<ol style="list-style-type: none">1. Learn to set Objectives for the identified goals2. Learn the concept and importance of Participatory Goal Setting3. Learn four methods of Participatory Goal Setting

MATERIALS AND SUPPLIES FOR THIS WORKSHOP:

MATERIALS:

- ▶ Sign in sheet
- ▶ Sample Agenda
- ▶ Calender
- ▶ Handout 1: OBJECTIVES
- ▶ Handout 2: PARTICIPATORY METHODS GUIDE
- ▶ Handout 3: INTRODUCTION GUIDE
- ▶ Handout 4: SAMPLE QUESTIONS
- ▶ Handout 5: SURVEY TOPICS
- ▶ Handout 6: SELECT YOUR METHOD
- ▶ Handout 7: VOLUNTEER SIGN UP SHEET

- ▶ Handout 8: PROJECT INFORMATION
- ▶ Workshop 4 Compiled Results

SUPPLIES:

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

OVERVIEW

In this Workshop, the group learns more about developing an action plan by breaking down the goals into objectives. The group also learns of the several ways that they can present their action plan to the community to get their input (Participatory Goal Setting.)

- **Setting objectives** is another vital component of the action plan. By listing objectives of a goal, you are stating different ways of accomplishing the goal.
- **Participatory Goal Setting** is getting the input of community members regarding issues of concern the workshop participants have come up with. The residents may have new ideas that the group has not considered and or they might know of ways to help the group reach the identified outcomes.
- Four methods of Participatory Goal Setting we will address are: **FOCUS GROUPS, SURVEYS, IN-PERSON INTERVIEWS** and **COMMUNITY RETREATS**. There may be other methods of getting neighbors input as well. The group should decide what method would work best because getting input from people takes time and a lot of energy. However, it really is an important part of community planning and very helpful when the group gets support in time, donations or other contributions.

5.1 CREATING AN OBJECTIVE

WHAT IS AN OBJECTIVE?

- An objective states way (s) of accomplishing a goal
- An objective can be broken down into smaller components
- There can be more than one objective per goal

Again, the definitions of OUTCOME, GOAL and OBJECTIVE are:

- **An Outcome** statement says what you want to see changed in the community. It tells by when and by how much you would like to see the change take place. It states the impact of achieving a goal.
- **A Goal** specifies what you want to accomplish to reach the desired outcome. A goal should specify one thought, should have an action word and should not specify how it will get achieved.
- **An Objective** is a way of accomplishing the goal. It consists of steps that need to be taken in order to achieve the goal. It is more specific than a goal but can still be broken down into more specific action steps.

The table below provides some examples of the three above terms:

Outcome	Goal	Objective
* Increase number of employed residents by ---- by year ----	~ <i>Increase number of employment centers</i>	* Find out what types of employment the community members are interested in * Find out the employment centers that are in the neighborhood or in the vicinity
* Increase number of drug free people to ---- % within ---- years	~ <i>Remove drugs and drug dealers from the neighborhood</i>	* Find ways to identify the drug abusers * Find out who is interested in getting treatment
* Have no more homeless people in our neighborhood by the year ----	~ <i>Get more homeless people in long term shelters</i>	* Locate the local homeless shelters * Find out about their policies

5.2 PARTICIPATORY METHODS OF GOAL SETTING

a. What are Participatory Methods of Goal Setting?

- Methods to get input of community members regarding the action plan components the workshop participants have identified

b. Reasons to use Participatory Methods of Goal Setting:

- To inform rest of the community of your community improvement plans
- To give the entire community a chance to participate in the planning process
- To get support in implementing the action plan
- To gain more members for your organization

c. Four common participatory methods of goal setting

1. A **Focus groups** is a group that comes together to address a specific issue or topic.
2. **Surveys** are a set of open-ended and or close-ended questions aiming to get input towards a particular subject or topic. There are many different ways of conducting surveys: mail, telephone, in person, at community retreats, etc.
3. **In-person Interviews** are very useful for getting input of key people: assets, allies and stakeholders. There are various settings where you can conduct these interviews: in phone, in person, focus groups
4. **Community retreats** are fun events organized to get input about the nearly completed action plan. Retreats create an informal setting where attendees can feel comfortable in expressing their concerns and give inputs about their community and the action plan.

5.3 CHOOSING THE RIGHT PARTICIPATORY METHOD

a. ISSUES TO THINK ABOUT:

- Time commitment
- Skills needed to conduct and put together the participatory method
- Estimated number of participants expected
- Language barriers for the attendees (need for: translators, printed material in appropriate languages)
- Number of Volunteers needed
- Need for any funding or donation
- Other: _____

b. CONDUCTING THE 4 PARTICIPATORY METHODS

I. FOCUS GROUPS

1. **Decide who you want to invite.** The participants should have something in common (age, demographics, school, common interest, etc.)

Examples:

- Teachers
- Community activists
- Parents
- Community planners
- Residents
- Neighborhood associations
- Faith organizations
- City/County representatives
- Youth representatives
- Others?

2. **Decide on method of inviting the attendees.** Phone calls, flyers, banners, letters, email, etc.

3. **Motivate the people.** *Let them know you want to know what they would like to see happen in their community. Mention to them, "Nothing can happen unless you as a community make it happen." Mention to them "If you put your minds together you can overcome your obstacles. Don't wait around for others to fix your problems."*

4. **Prepare for the roles of focus group conductor(s).** Review what it means to be a facilitator and a recorder. Keep in mind you might have to play the role of the facilitator and the recorder. Review P.A.R.K. and use that to shape your discussion.

Facilitator:

- Is neutral towards issues that get discussed and towards the participants (does not criticize anyone's ideas)
- Does not interrupt flow of ideas
- Keeps the discussion going by asking questions

Recorder:

- Writes down what the group says
- Asks questions to try to clarify comments

POSSIBLE QUESTIONS TO ASK AT THE FOCUS GROUP:

- What are the strengths of your community?
- What are your special skills?
- What problems are most serious in your community?
What is being done to resolve these issues?
Is anything effective?
- What are your primary concerns?
- What issues affect the health of this neighborhood?
Who is addressing this issue? Is anything effective?
What help would you need to resolve these issues?
- What do you think about existing community services?
What could be different?
- How would your community benefit if the identified outcomes were to be reached? How would you feel?

5. **Location and setting of the meeting.** Choose a location where there won't be too many distractions. Also make sure there is enough space to arrange the tables for the attendees to sit in a circle. This way, everyone will be included.
6. **Will food be available?**
 - Have a potluck
 - Provide a light snack with drinks
7. **Do it.** Treat the meeting like a gathering of friends, sort of informal. Explain how you have come up with your action plan and why the focus group session is important for purpose of participatory goal setting. *At the end, have the group prioritize top three outcomes from the action plan to implement.*

II. SURVEYS

1. **What do we need to find out from the results of the survey?**
 - Do you want to obtain general information?
 - What topics would you like to cover in the survey?
2. **Would you like to conduct a long/short survey?**
3. **Do you want the survey to be composed of open-ended or closed-ended questions?**
 - Open-ended: You are asked to respond how you feel towards a subject/topic
 - Closed-ended: You are asked to choose a response among a given list
4. **Do you want the survey to be anonymous?**
5. **How do you want to conduct the survey?**
 - Individual interviews (Door-to-Door)
 - Handout the surveys at an event/gathering
 - Via mail (postage costs)
 - Via phone
6. **How many people do you want to reach?**
7. **Who do you want to reach?**
 - Neighbors, allies, assets, stakeholders, etc.

8. Would you like to include a volunteer sign up section, request for support or request to be put on mailing list on the survey itself?
- Keep in mind that some people don't want to reveal too much personal information and want to remain ANONYMOUS
 - Ensure them that their disclosing information will remain anonymous
 - Provide an item to store the completed surveys in
 - Box with a slit
 - Manila folder

III. IN-PERSON INTERVIEW

What to think about to prepare for an interview:

- What information do you need to obtain from the interview?
- Do you have a set of questions prepared to ask at the interview?
- Who do you want to interview?
 - Neighbors
 - Allies
 - Target groups
 - Assets
 - Stakeholders
- How many people do you want to interview total?
- How many people at once do you want to interview?
- Where do you want to interview them?

IV. COMMUNITY RETREAT

1. **What is a retreat?** It is an informative and informal event held in the community to attract community members to discuss upcoming plans of revitalization and to get the input of the community.

2. The purpose of the retreat is to...

- ... motivate the community to get involved as a team to make changes in their community
- ... introduce the action plan to the community members
- ... get the response of the community towards the action plan
- ... decide as a community what the priority issues are
- ... have an opportunity to survey the community members
- ... recruit community members for various projects on the plan
- ... update the phone numbers and addresses of the residents for future purposes

3. How should you get ready for the retreat?

- The organizers should update each other on their weekly/monthly progress (depending on when the retreat is planned for)
- Updated summary of each meeting should be given to active members that were not able to participate in the meeting(s)
- Possible sources of donations and or funding for the event should be identified and contacted
- Identify a location to hold the retreat
- Prepare notification to inform people about the retreat (flyers, newsletters, signs, banners, etc.)
- Each of your group's committees (if applicable) should be present at the retreat to get input and support from the community for their specific projects.
- The board members representing each committee (if applicable) should prepare to facilitate their section and to represent their committee. This is a good way to attract new members for the committees.
- If needed, an upbeat and experienced community organizer and facilitator should be present at the retreat to start off the event and keep everyone motivated and excited.

4. When and Where?

- Have it on a weekend (To include people who work on weekdays)
Note: Be aware of the composition of the community. Many of the residents might be attending religious gatherings on the weekends.
- Choose a location that's walking distance for the residents (to include residents with no means of transportation)
- Don't make it an all day event (5 hours maximum) - start early in the morning and end in the afternoon. Attendees might lose interest in a very long event and it will be harder to keep attendees at your event the entire time.

5. How can you inform the residents of the retreat?

- Mail out flyers a month before the retreat
- Couple of weeks before the retreat, place a huge banner/sign in a visible area in the community
- About two weeks before the retreat, send community members an eye-catching reminder card (include the time and place, advertise the free food/free raffle/gift certificates/free child care/...)
- A week before the retreat, go to the community and in person pass out more flyers or newsletter to the members to provide a personal touch to your invitation
- If your organization has general meetings where community members can attend, discuss the retreat prior to the retreat to inform them early on

6. Who should attend the retreat?

- Residents (of course)
- The neighborhood association board members
- Depending on components of your action plan, send invitations to:
 - Property owners
 - City/County officials
 - Local police officers
 - Other neighborhood associations
 - Possible funders
 - Local school representatives
 - Parents of kids in your community schools, etc.

7. Ways to encourage residents to attend the retreat

- Incentives for people to attend the retreat:
 - Free continental breakfast
 - Free BBQ lunch
 - Free raffle all throughout the retreat
 - Gift certificates at the end of the retreat (if possible obtain the certificates from businesses in the community to promote them and at the same time inform them of your event and plans for community improvement)
- Ways to encourage residents with kids to attend:
 - Provide free child care with qualified and ample personnel (RSVP for kids in need of child care to get an idea of how many personnel are needed)
 - Have free fun recreational lessons for kids (Ex. Karate, dance, painting, drawing, etc.)
 - Get a person to come dressed as a character that appeals to young kids (a clown, cartoon character, etc.)

(Note: If kids find out there are fun events at the retreat, they might encourage their parents to attend)

WORKSHOP PRESENTATION

WORKSHOP 5 OBJECTIVES AND COMMUNITY CONSENSUS

PROPOSED WORKSHOP GUIDE

Time	Activity	Presentation	Materials Needed
2 MIN	Agenda	Introduce the agenda Ask participants if they want to make any changes or additions	* Agenda
5 MIN	Objectives	Present objectives of the workshop	* Objectives written on flip chart
5 MIN	Review	Distribute the compiled results from Workshop 4 Ask the participants to review them and make any changes or additions	* Compiled results of Workshop 4
10 MIN	Report on tasks	Ask the participants to do their presentation for any new ideas they came up with pertaining to Handout 5 of Workshop 4 (MORE OUTCOMES AND GOALS) Record the new information collected	* Easel Pad * Markers
5 MIN	Present	Present: Creating objectives for goals (See Background Information 5.1) Distribute Handout 1: OBJECTIVES	* Handout 1
20 MIN	Brainstorm	Ask the participants to brainstorm objectives for previously identified goals Remind them that each objective should : * help accomplish the goal * be able to be broken into even smaller components	* Easel paper * Markers
10 MIN	Present	Present Participatory Methods of Goal Setting (See Background Information 5.2)	

WORKSHOP PRESENTATION

WORKSHOP 5 OBJECTIVES AND COMMUNITY CONSENSUS

PROPOSED WORKSHOP GUIDE CONT.

Time	Activity	Presentation	Materials Needed
10 MIN	Break		* Snacks/ Drinks
15 MIN	Present	<p>Discuss how to choose the right Participatory Method (See Background Information 5.3)</p> <p>Distribute the following handouts:</p> <ul style="list-style-type: none"> * Handout 2: PARTICIPATORY METHODS GUIDE * Handout 3: INTRODUCTION GUIDE * Handout 4: SAMPLE QUESTIONS * Handout 5: SURVEY TOPICS 	<ul style="list-style-type: none"> * Handout 2 * Handout 3 * Handout 4 * Handout 5
15 MIN	Exercise	<p>Distribute Handout 6 and use it as a guide to start to plan for Participatory Goal Setting</p> <p>Ask the group to divide into teams and fill out Handout 6</p> <p>Decide which methods to use to present the action plan to the residents and which methods to use to recruit members</p>	* Handout 6
15 MIN	Assign Tasks	<p>Distribute Handouts 7 and 8</p> <p>Tasks to be completed by next workshop:</p> <ul style="list-style-type: none"> * Fill out Worksheet 8 (one project per worksheet. You might need to make copies of this workshop.) * Define the roles of your group members * Who wants to lead a project? * Present your action plan to the rest of the community members and choose the top priorities (This might take up to a couple of months to achieve) <p>Record who is doing what task</p>	<ul style="list-style-type: none"> * Handout 7 * Handout 8
10 MIN	Wrap up	<p>Review objectives of Workshop 5</p> <p>Overview of Workshop 6</p> <p>Answer questions</p>	

WORKSHOP PREPARATION WORKBOOK

Research

- * How have other groups addressed the issue(s) that you would like to address?

- * What other groups would like to address this issue in your community?

- * What other communities would like to address this issue?

- * How can the group collaborate with like-minded groups and people to create and implement the action plan?

- * What similar outcomes have been addressed among other communities?

**PRE WORKSHOP
PLANNING**

**WORKSHOP 5
OBJECTIVES AND
COMMUNITY
CONSENSUS**

WORKSHOP PREPARATION WORKBOOK CONT.

- * In other communities, what goals and objectives were used to accomplish your outcome of interest?

- * What additional resources will you need to reach your outcomes?

- * What assets and strengths do the workshop participants have to accomplish the action plan components?

- * What consensus can be built between workshop participants to develop the action plan?

**PRE WORKSHOP
PLANNING**

**WORKSHOP 5
OBJECTIVES AND
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SAMPLE AGENDA

- | | | |
|------|---|--------|
| I. | Present objectives and agenda | 7 MIN |
| II. | Review from last time | 15 MIN |
| III. | Define and create objectives | 25 MIN |
| IV. | Present participatory methods of goal setting | 10 MIN |
| V. | Break | 10 MIN |
| VI. | Choosing participatory method of goal setting | 30 MIN |
| VII. | Wrap up | 15 MIN |

NEXT TIME: Workshop 6 - GET READY TO IMPLEMENT

OBJECTIVES

- * An objective provides steps to accomplish a goal
- * An objective can be broken down into smaller components
- * There can be more than one objective per goal

REVIEW OF OUTCOME AND GOAL STATEMENTS

An OUTCOME statement includes

- * What kind of change you would like in the community
- * How much change you would like in the community
- * By when you would like to see the change in your community

A GOAL statement is

- * A short statement, more specific than an outcome and when achieved it brings us closer to our desired outcome. Also a goal statement doesn't tell us how it will get achieved

OUTCOMES, GOALS AND OBJECTIVES	
1	<p>OUTCOME: Keep --% of youth busy and off the streets within the next -- year(s).</p> <p>GOAL: Increase youth activity in the neighborhood.</p> <p>OBJECTIVE: Survey the youth to find out what activities they like</p>
2	<p>OUTCOME: Increase employment among community residents by --% within next-- yrs.</p> <p>GOAL: Bring workshops to community residents to prepare them for the job market</p> <p>OBJECTIVE: Find an organization that provides workshops for people in need of a job.</p>
3	<p>OUTCOME: Decrease all violent behaviors in school climate within the next -- yrs.</p> <p>GOAL: Provide mentoring programs for students in middle schools.</p> <p>OBJECTIVE: Find out what resources you can turn to, to fund these programs.</p>
4	<p>OUTCOME: Reduce the through traffic in the neighborhood by --% by the year--.</p> <p>GOAL: Reduce the through traffic on -- Boulevard.</p> <p>OBJECTIVE: Contact Public Works to find out how they can help reduce the traffic.</p>

PARTICIPATORY METHODS GUIDE

CHOOSE IF YOU ...	FOCUS GROUP	SURVEY	IN-PERSON INTERVIEW	COMMUNITY RETREAT
... need high accuracy level	☆		☆	
... know little about community's concern about issue(s) of interest	☆		☆	
... need quantitative data (countable)		☆		
... need to measure behavioral change (want to minimize overstating/ understating of behaviors)	☆		☆	
... are short on time		☆		☆
... need input of lots of people	☆	☆		☆
... need every individual's input	☆		☆	
... need to discuss many topics at once		☆		☆
... need to discuss only one topic	☆	☆	☆	☆
... don't want a highly variable method		☆		

INTRODUCTION GUIDE
(How to present yourself while conducting
surveys & personal interviews)

1. *INTRODUCTION*

Example: My name is _____.

I am a _____ (your title) _____, representing _____ (your program/organization) _____.

2. *INTENTION*

I am conducting a survey/personal interview to find out: _____

3. *REQUESTED INFORMATION*

May I ask you a few questions regarding _____

_____?

SAMPLE QUESTIONS
(IDEAS FOR GETTING COMMUNITY INPUT)

- * What part of your community are you proud of?
- * How concerned are you about the following issues in your community?

Crime	Very	Somewhat	Not at all
Substance abuse	Very	Somewhat	Not at all
Homelessness	Very	Somewhat	Not at all
Prostitution	Very	Somewhat	Not at all
Youth activities	Very	Somewhat	Not at all
Caring for the elderly	Very	Somewhat	Not at all

- * Name two issues that you are most concerned about. What is being done or should be done about this issue? What are you willing to do?
- * What do others think of your community?
- * Do you feel safe in your community?
- * Do you know your neighbors? If not, why not?
- * Do you know of all the resources that are available in your community?
- * List up to three resources that you would like to get information on
- * In a given month, do you have to do without any basic needs? If yes, what?
- * How long do you see yourself living in this community?
- * Are there many people regularly moving in and out of the community?
- * When children grow up do they stay in the community or leave?
- * Do young people move in to take their place?

SURVEY TOPICS

- * Activities for target groups (families, seniors, children, etc.)
- * Childcare
- * Community Resources
- * Demographics (age, sex, income, employment status, etc.)
- * Diversity issues
- * Domestic violence
- * Economy
- * Education
- * Emergency assistance
- * Employment
- * Gang activity
- * Healthcare
- * Housing
- * Legal assistance
- * Neighborhood beautification
- * Participation in neighborhood
- * Public safety
- * Neighborhood beautification
- * Recreation
- * Substance abuse (alcohol, drug, tobacco)
- * Transportation

SELECT YOUR METHOD

1. What method should we use to get input of community members?

Focus Group Survey
 Community Retreat
 In Person Interview

Other?
 Combination of methods?

2. Who should help to organize a participatory goal setting?

3. Who should attend the participatory goal setting session?

4. What would you like to find out from the participatory goal setting session?

5. What specific questions will you ask the community members?

6. What is the purpose for having participatory goal setting?

HANDOUT 7

**WORKSHOP 5
OBJECTIVES AND
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VOLUNTEER SIGN UP SHEET

NAME	ADDRESS	DAY PHONE	EVENING PHONE	DAYS AND TIMES AVAILABLE	SPECIAL SKILLS

PROJECT INFORMATION

Committee: _____
Lead Contact: _____

Outcome: _____

Goal: _____

Objective: _____

Strategy/Activity: _____

Specific Action Steps: _____

Timelines to accomplish tasks: _____

