



# Planning a Community Meeting: Part 1



**VISTA**  
Volunteers In Service To America

Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** 

## Part 1

- Identify the meeting purpose
- Build an agenda

## Part 2

- Determine who to include
- Select the best location and time for your meeting
- Promote your event



# Community Meetings

What are they and when do you need one?



# Community meetings



- Purposeful gathering of people who have a common interest, objective, or problem to solve



# Community meetings



- Purposeful gathering of people
- Engage numerous members of the community directly in determining what they want and need and assist them in accomplishing the goals they envision



# Community Meetings



- Purposeful gathering of people
- Engage members of the community directly
- Essential in building trust and result in community-based solutions



# A meeting is necessary when...



- You need input or engagement from a wide variety of constituents and stakeholders



# A meeting is necessary when...



- You need input or engagement from a wide variety of constituents and stakeholders
- A real-time interaction is best
  - People need to hear from others and ask questions



# A meeting is necessary when...



- You need input or engagement from a wide variety of constituents and stakeholders
- A real-time interaction is best
- Visibility raising needed



# Meeting Purpose & Agenda

The Why, What, and How of a meeting?



# Purpose & desired outcome



Purpose: **WHY** you are meeting

Desired outcome: **WHAT** tangible accomplishments will result from the meeting

- What do I want people to walk out with or which actions will we take?
- What shared knowledge or understanding will be gained?
- What shift in perceptions will take place?



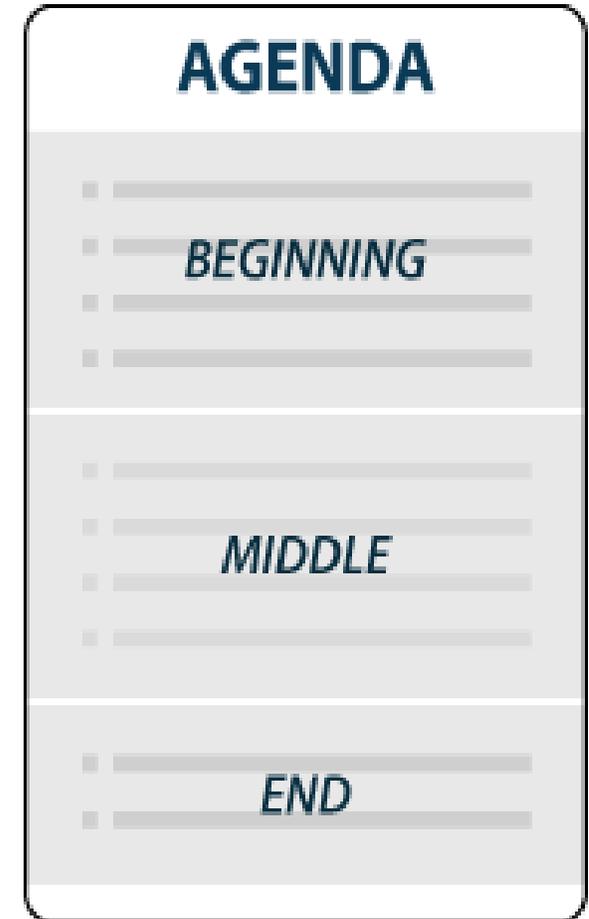
# Standard agenda components



**Beginning:** Introduction and Purpose

**Middle:** Meeting Content/activities

**End:** Closing



## Introduction and Purpose

- Welcome attendees
- Restate why everyone is here and what you want to achieve
- Clarify participant expectations



## Closing the Meeting

- Meeting summary
- Next steps
- Show appreciation for participating
- Provide contact info for follow up



# Community Meeting Types



Meeting Type	Intention
Broadcast Meeting	Share Information Make an announcement
Idea Generation	Listen to and document a wide range of ideas
Information Gathering	Discover existing facts and perspectives on the current state of a project, organization or system

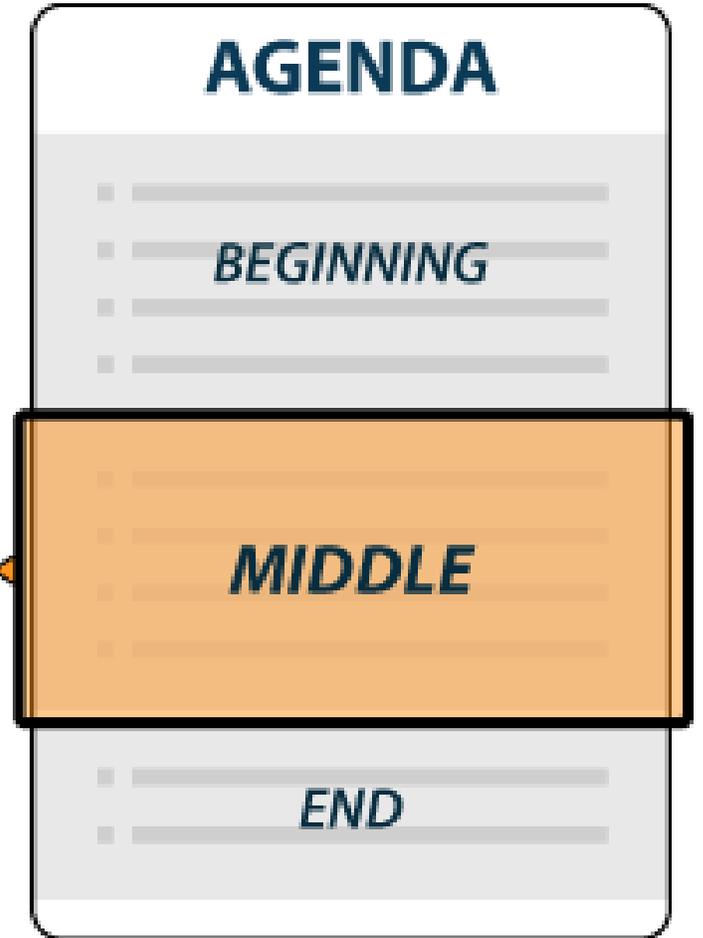


# Middle: Broadcast Meeting



**Broadcast Meeting:** Share information, increase understanding of the situation

- Present key information
- Questions & Clarification

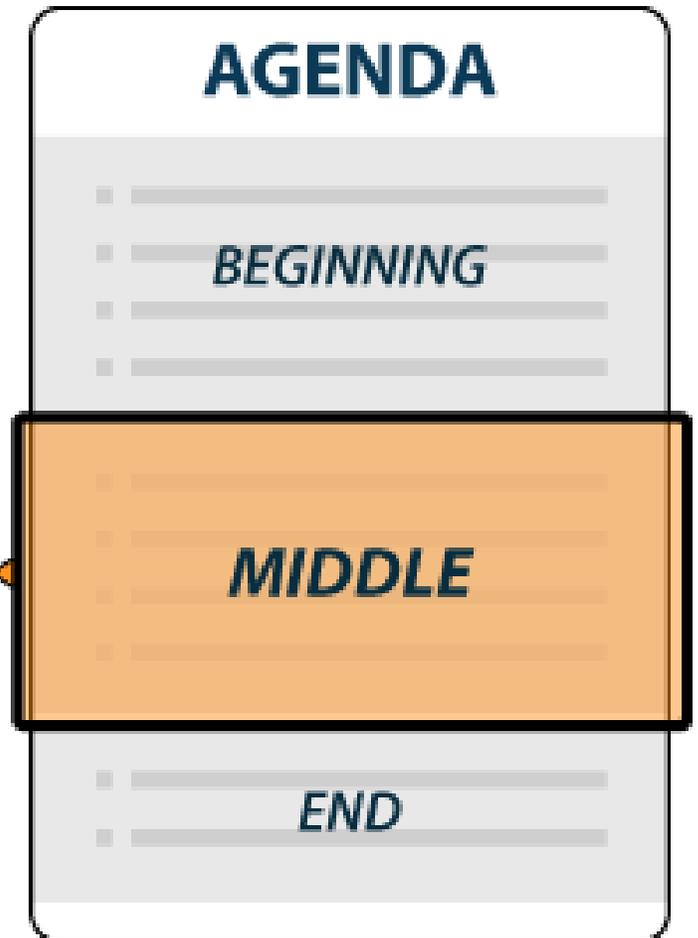


# Middle: Idea Generation



**Idea Generation:** Listen to and document a wide range of ideas

- Start with central premise, challenge or question
- Idea generation technique (brainstorm)
- Clarify ideas
- Group ideas together
- Next steps of process

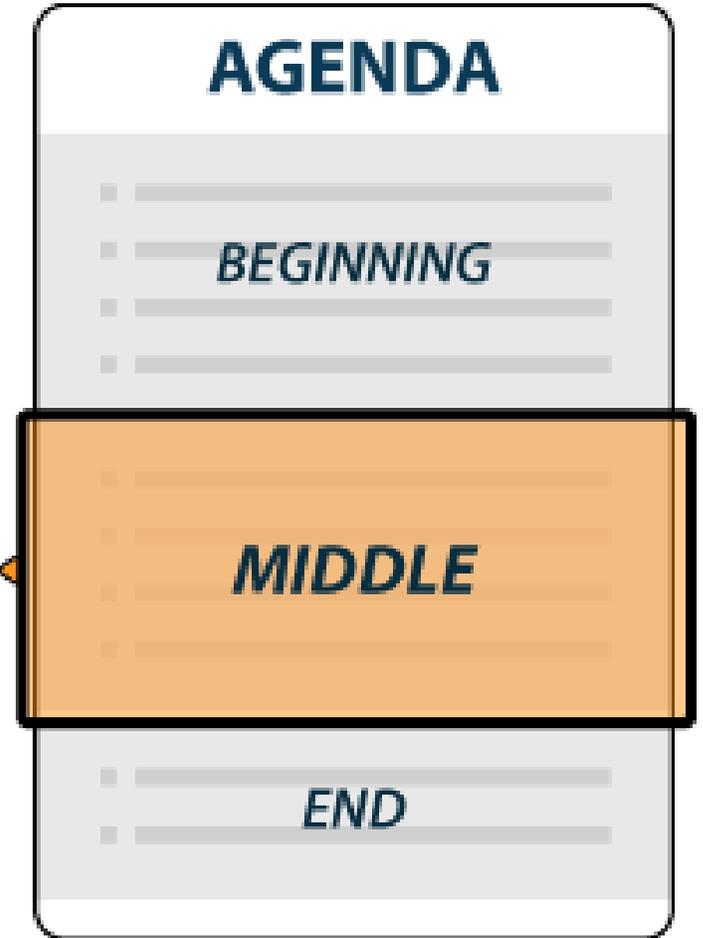


# Middle: Gathering Input



**Gathering Input:** Uncover existing facts and perspectives

- Pose question
- Gather responses – small groups with facilitator
- Confirm what was heard, validate concerns and perspectives



# Agenda Timing Tips



- Allot time to each activity
- Don't overpack. Assume the activity will take more time
- If you are facing a time crunch:
  - Extend the meeting
  - Cut something out
  - Complete some tasks outside the meeting

<b>AGENDA</b>		<b>TIME</b>
<hr/>		
<b><i>BEGINNING</i></b>		<b>15</b>
<hr/>		
<hr/>		
■ Our Challenge		05
■ Small Group Brainstorm		20
■ Large Group Report-Outs		20
■ Refining & Streamlining		15
■ Next Steps		05
<hr/>		
<b><i>END</i></b>		<b>10</b>
<hr/>		





Thank you for your service!



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# Planning a Community Meeting: Part 2

# Learning outcomes



## Part 2

Determine who to include  
Select the best location and time  
Promote your event

## Part 1

Identify the meeting purpose  
Build an agenda



# Getting the right people in the room

Who needs to be included?



# Stakeholders to include



- Community members:
  - cultural representatives
  - beneficiaries, those potentially affected
- Proponents and champions
- Challengers
- Decision-makers
- Subject-matter experts



# Others to include



- Experienced facilitator
- Interpreters (including ASL)
- Child care provider
- Colleagues or partners to assist
  - Set-up, registration, refreshments
  - Time-keeper, scribe, table leader



# Figuring out the location & time

When and where to hold the meeting?



# Location considerations



- proximity to attendees
- accessibility
  - convenient, familiar location
  - accessible by public transport
- neutral location
- safe location



# Venue considerations



- size
- venue features
  - furniture and equipment
  - room layout
  - space for breakouts, child care
- cost
- wheelchair accessibility



# Scheduling considerations



## Date and time

- when people are available
- barriers to attendance
- schedule around other events
- daytime v. evening; weekday v. weekend



# Scheduling considerations



## Length of meeting

- based on what you need to accomplish
- balance how long can people stay engaged v. how hard it is to get them together
- time of day factors in



# Promoting the meeting

How to get people to attend?



## Info to include:

- purpose, agenda, outcomes
- who is invited
- location, date, and time
- benefits of attending
- perks and support
- how to RSVP

### *PUBLIC MEETING*

*To Discuss the Development Potential of 150 Emmons Street*

DATE: March 4

TIME: 7pm

LOCATION:

3rd Floor Training  
Room

Franklin Municipal Building  
355 East Central Street  
Franklin, MA 02030



# Outreach



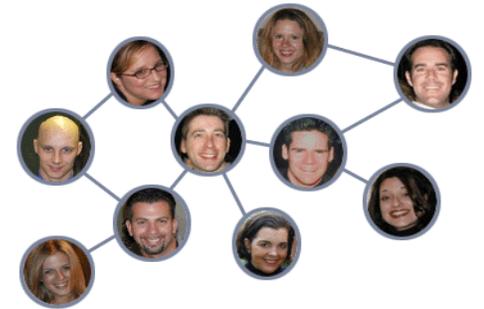
Direct outreach to known stakeholders

Email, evite, Outlook invitation, direct messaging, mail, phone call, text message



Concentric circle outreach

"Tell a friend," partner organizations, community groups representing constituencies



Broadcast to the community

Social media, online ads, event listings, posters, flyers, bulletin boards, print ads, door hangers, leafletting

A screenshot of the 'KC Momentum' website. The header features the 'KC MOMENTUM' logo and a welcome message: 'Welcome to Kansas City's MindMixer, an online conversation sponsored by The City of Kansas City, Missouri. Have an idea that could improve our community? The City is listening!'. Below the header is a 'JOIN THE MIX' button with a 'SIGN UP NOW GET 50 POINTS' call to action and social media icons for Facebook, Twitter, and YouTube. A search bar is also present. The main content area is titled 'TOPICS' and lists several items: 'Who's Listening?' (The Officials of KC Momentum), 'Improving the Community We Call Kansas City' (74 IDEAS, 41 TODAY, VOTING SEP 01 - SEP 18, 2011), and 'Business Licensing and Regulation' (12 IDEAS, 4 TODAY, VOTING SEP 01 - SEP 18, 2011). A large speaker icon is overlaid on the bottom right of the screenshot.



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