



# Module 3: Outreach Training

**Engaging Diverse Constituents \* Start Date: Feb 20<sup>th</sup>, 2012**

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**The goal of the outreach training** is to enable fellows to learn how to build a constituency, outreach to people outside of their circles and build a long-term engagement plan.

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## Learning Components

1. **Live sessions:** two-hour sessions held once a week using our video conferencing application
2. **Tutorials/ online library:** online articles and/ or videos that can teach certain skills or concepts
3. **Multimedia features:** videos or multimedia components that Soliya produces, giving fellows insights and access to professionals in the field (ie: Video from Shamil Idriss, Soliya's CEO, talking about engagement with the "other")
4. **Assignments:** activities that help fellows practice the skills they are learning through the training



## Weekly Breakdown

Please note:

*Things to tell or ask trainees will be written in blue text.*

*Each section has a minimum and a maximum allocated timing. This is simply to account for time dedicated to unplanned issues.*

### **Week 1: Outreach Training- Engaging Diverse Constituents**

**Goals:** to start a discussion among the group members on why pluralistic engagement is necessary.

**Live session:**

**\*Note:** *Before the first session, all fellows will be instructed to watch a video interview with Shamil Idriss. The video will be a 10-15 thought-provoking conversation about the importance of reaching out to people who are different, loaded with anecdotes and real life examples.*

The session can revolve around the fellows discussing his video and implications on their work; it would be good to give them the chance to “vent” and talk about why they might not be interested in engaging certain people.

Check-in (10-15 min)

Explain network vision (20mn)

We want to create a unique platform which will be a combination of:

- Online space that will feature the best videos that you will create and upload for the general public to see. In the short run, this “channel” will be hosted on YouTube and the “General Public” will be mainly composed of the people who we each advertise the Network to.
  - An online space for Dialogue where the people seeing the videos will be able to engage with other people who have seen the video and talk about the topic of the video – or any other topic that they video inspired them to talk about and learn different perspectives about. This space will provide a structure which will make sure the conversation is constructive and the learning is maximized for every participant. Some of you may also have a role to play to facilitate those sessions.
- Our ambition for you as Fellows is therefore the following:



- That you become part of an active network of media producers abiding by the Soliya Communication Values
- That you be part of our pool of hosts and facilitators for the Public Squares
- That you generally promote Soliya's mission by increasing the Network's outreach and through the unique work you do in your own society/ CSO

Does it make sense for you?

Do you have any questions?

Explain module and goals (10min)

The goal of this module is to start working together on building a big community made out of your respective networks, in order to have a good number of people who will participate in our public squares.

One of the main things we have learned is that we needed to make sure that the participants do not have the same views on the subject that was talked about, otherwise, the conversations will remain very bland and learning would be minimal.

So one of the things we hope to help you do is go beyond your close circles of friends and build networks that include people you may not necessarily agree with or who don't have the same vision of the world as you do.

Video Discussion (35 - 40 min) (if they haven't watched it, give them a few minutes to do it now)

- What struck you about the video?
- What parts do you agree with? What parts do you have reservations about?
- What Value do you see in people from different sides talking to each other.

How does this relate to the communities where the fellows are from:

- Ask: between whom and whom is there a divide in your society? Describe the different groups/people.
- To what "side" do you feel closer to?
- What prevents you from reaching out to the "side" you feel less close to?
- Do you see the value there could be in you reaching out to those people, despite the challenges?

How to present yourself and what you're doing (20-30 min)



Let's start an exercise. Imagine I (the trainer) am someone who you think may be good to interview. How do you talk to me about it?

Please take notes on this section (or assign someone in the group to do so) and post them on the hub so the different groups can discuss what they came up with.

Feedback (15-20)

What have you learned?

Do you feel ready/ able to approach people from the "other side" in your community?

### **Assignment (5- 10 min)**

"What we would like you to do is to start drawing a map of the people in or outside of your community who you think might be valuable to reach out to for the network, either for interviews or for inviting them to participate in our conversations through the Public Squares.

Please go to [www.mindmeister.com](http://www.mindmeister.com) and start drawing your Network Map. Design your map including for instance:

- Your close circle of friends
- Your close professional network
- Your social and professional acquaintances
- People you know of because they are part of your acquaintances' network but that you have never met

For each of those, make notes explaining:

- Their identity groups
- Their world views
- Anything else relevant

Make sure you include everyone, even those who you don't feel eager to meet.

**Tutorials / online library: NA**

**Multimedia features: NA**



## **Week 2: Outreach Training- Engaging Diverse Constituents**

**Goals:** to learn practical tips on how to approach people with whom you disagree, starting a conversation.

### **Live session:**

Check-in (10 min)

Discussion- maps (20-30 min)

- Review of the maps so far; have people explain what they learned about themselves.

What tools do you need to engage with “others?”

- Ideas might include: understanding their perspectives, data, knowledge, trust, finding them...
- Have people pick the most prominent 2-3 issues and brainstorm on how to deal with them in accordance to the communication principles: respect, curiosity, authenticity and self-awareness.

Activity (40 -45 min)

Divide the group in teams of 2 or 3, have them go to the break-out rooms and “role-play” an interview between the fellow and someone from the community that they disagree with.

Feedback (15-20)

- What have you learned?
- Do you feel ready/ able to approach people from the “other side” in your community?
- What are your biggest challenges in doing so?

Video Assignment (20-30)

If you were to film someone from the “other community”- what topic would you choose and how would you approach it?

- When each person presents their ideas, see what common themes they have. Try, if possible, to have the group agree on a topic
- How do you make sure you’re keeping the Soliya

**Assignment:** Reach out to someone you know and with whom you disagree, talk to him/ her about the topic of disagreement using the tools discussed today- film an interview + Continue your “Network Map”

**Tutorials / online library: NA**

**Multimedia features: NA**



### **Week 3: Outreach Training- Engaging Diverse Constituents**

**Goals:** Principles of community engagement: who to engage and how

#### **Live session:**

Check-in (10-15 min)

Video Assignment Discussion (20-30 min)

- Share assignment successes & tips from the assignment
- Where do you find these people?
  - Not necessarily experts
  - People who have interesting things to say
  - People who can enlighten others about a society that they don't belong to
- Who should be listening to whom and why
  - Any time you think that someone from a different country could benefit from listening to a person, that person is a good potential interviewee.
  - "Benefiting" here means that they will be able to break down stereotypes or have a more subtle or complete picture of the society to which the interviewee belongs.
  - Have fellows give their own examples if available.

Community Engagement principles (40-45)

- Present this theory of community engagement to the group as a proposal:
  - Determine the goals of the plan (determine topic)
    - What would you like people to do? (be exposed to new perspectives/ talk to people from across the aisle)
    - How many people would you like to engage? (examples could be: I want 10,000 hits on my video, 15 people to participate in public squares)
    - What would you like people to talk about? Is this a global issue? National? Regional?
  - Plan out who to engage (who are the different parties)
    - Think of what the different narratives/ opinions on the topic are: who should be talking to whom, who should be listening?
    - Are there more than 2 groups? Is there a middle group?
    - How can you "show" both narratives? What personal stories could you tell on both sides?
  - Develop engagement strategies for those individuals you already know
    - Talk to your friends about this, how will you move them from being friends to getting them to act (be in the video, participate in the dialogue)

- What's the value proposition to them: are they just doing you a favor? Or do they care about the topic? Are they willing to engage with people they might not agree with? What
  - Develop engagement strategies of those individuals you do not already know
    - How will you find them? Approach them? (forums, seminars, fb groups)
    - Trust-building (Assuring them that they will be treated in a respectable way)
    - Value proposition: platform for being heard, respectful disagreement, opportunity to share ideas and personal stories
  - Present the opportunity (participating in a Public Squares/ videos)
    - Interviews or public square participation: depending on the commitment level and level of interest in engagement- you'd propose either filming an interview or inviting people to watch videos and eventually sign up to be part of the public squares dialogue.
  - Help Implement Public Square (through being a media producer, host/ facilitator or outreach person)
    - Depending on fellows interests and ability: they can sign up to mainly do one of the 3 roles above
  - Maintain those relationships (through keeping people engaged)
    - After interviews and/ or public square are over, you want to stay in touch with your expanded community through social media platforms (this will be emphasized more in module 3)
- If the group doesn't agree with the plan, ask them to modify it till they are happy with it.
- Once the group approves of a plan, have them choose a topic (if they haven't already) and try to come up with a plan of engagement: who will they reach out to, how, what videos will they film... etc (you can divide up the team if you feel people are not getting the chance to participate)

#### Community Engagement Activities (35-40)

- What are the activities that you can do online and offline as part of community outreach. Have the group discuss
  - Offline: attending meetings, seminars, talking to people, filming interviews, building trust fast
  - Online: forums, social media, webinars, meeting people virtually, exchange information quickly
- What will keep people "engaged"
  - Sharing information (from all perspectives)
  - Connecting people (who might not have met otherwise)
  - Sharing opportunities: online and offline
  - Providing a space for synchronous and asynchronous dialogue
- For each of the other, have the group think about the **practical application** within their communities and "circles"



- Think about the group and their circles, can you find coinciding circles? Opposite? Complimentary? Groups that need to be talking to each other?
- How do we as Soliya Fellows create a space for people in all these circles to talk to each other?

Closing round and intro to Module 4 (15-20)

- What have you learned? About engagement? About yourself?
- Introduction to next module- social media engagement: next module will explore comprehensively the different available platforms, their strengths and their pitfalls.

**Assignment:** [Film the interview if you haven't already. If you have, film a counter-view and piece it with the first one.](#)

[+ Keep enriching your Network Map!](#)

**Tutorials / online library: NA**

**Multimedia features: NA**