

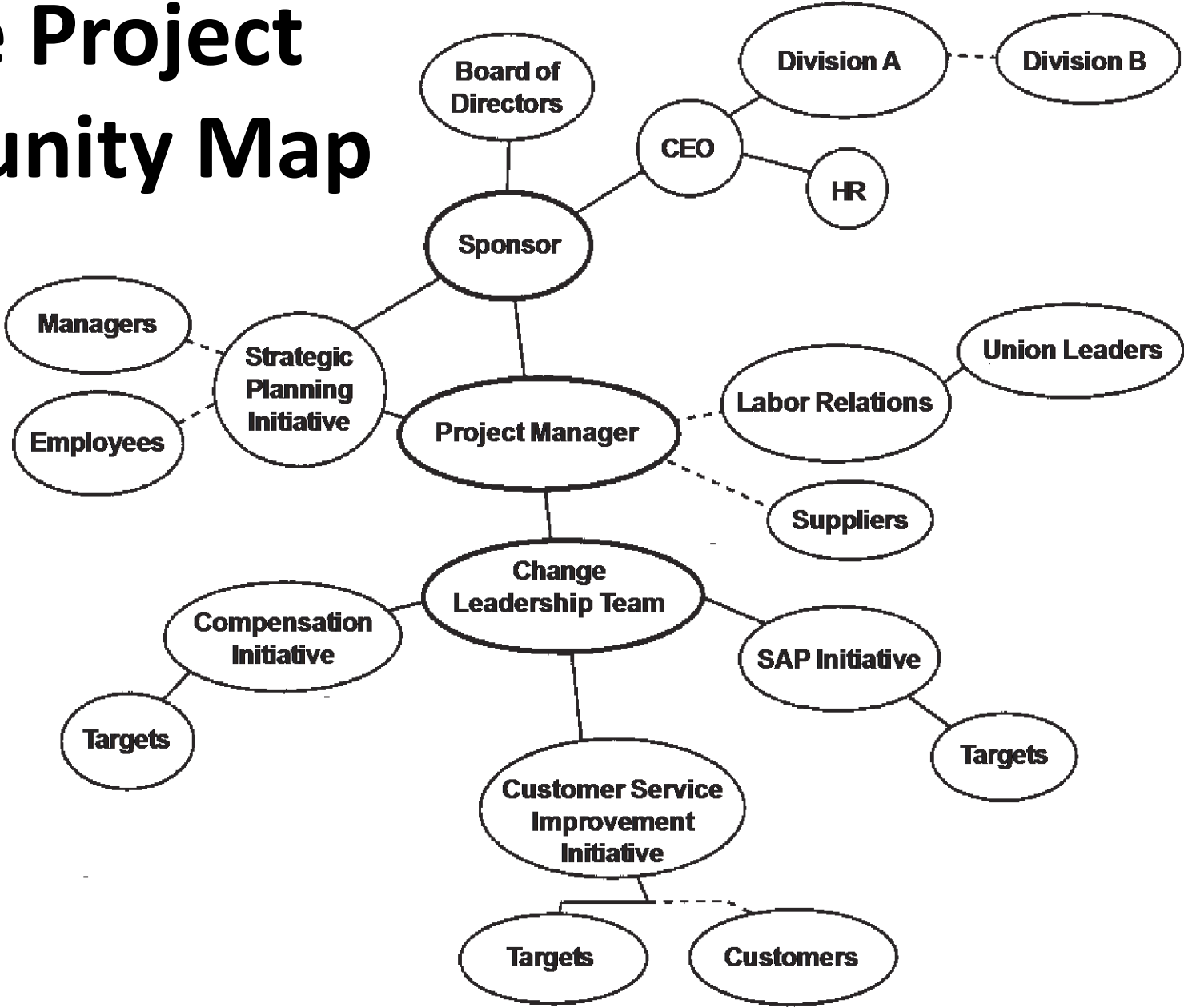
# **Unique Approaches to Community Engagement: Challenges, Successes, Lessons Learned**

Dale McCreedy, The Franklin Institute, PA  
Gretchen Walker, Lawrence Hall of Science, CA  
Patricia Ward, Museum of Science and Industry, IL  
Blake Wigdahl, Thanksgiving Point, UT  
Jennifer Zoffel, Noyce Leadership Institute, CA

# Agenda

- Intro and Overview of Session
  - You and Your Community
- Four 10-minute Case Studies
  - Small Group Discussions
    - Sharing & Wrap-Up

# Sample Project Community Map





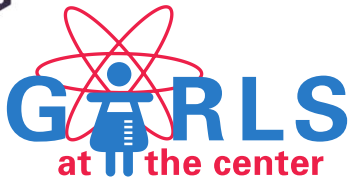
# The Franklin Institute

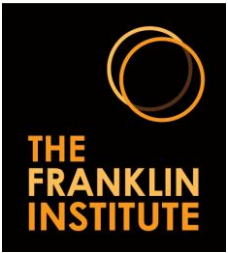
Dale McCreedy, Director, Gender, Adult Learning & Community Engagement

**Goal:** To strengthen the STEM learning environment in the neighborhoods where people live, work, and play.

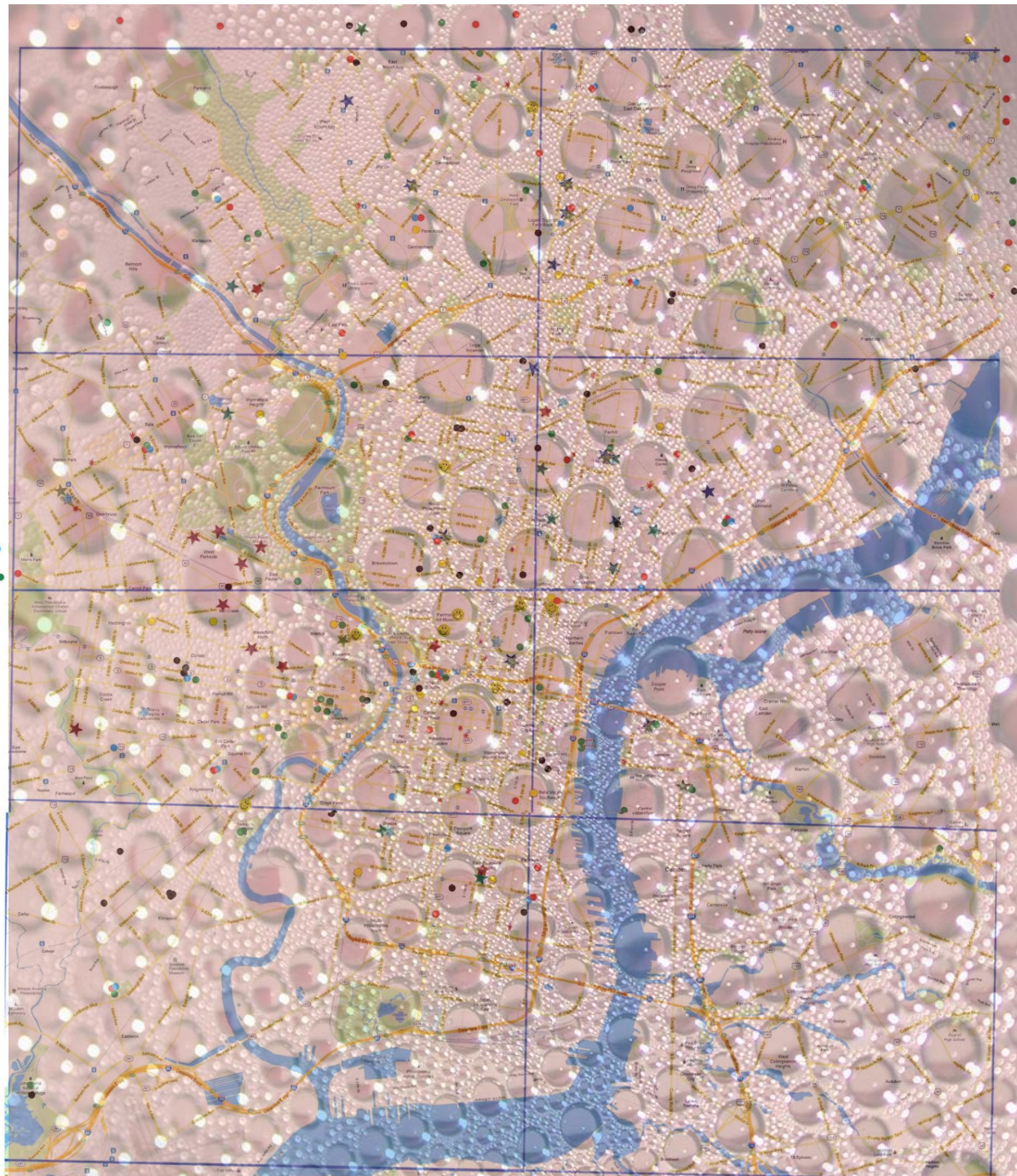
**Strategy:** Create a critical mass of integrated programs and collaborations.

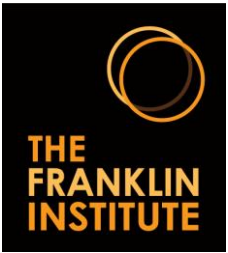
# Long, Effective, Impactful Track Record



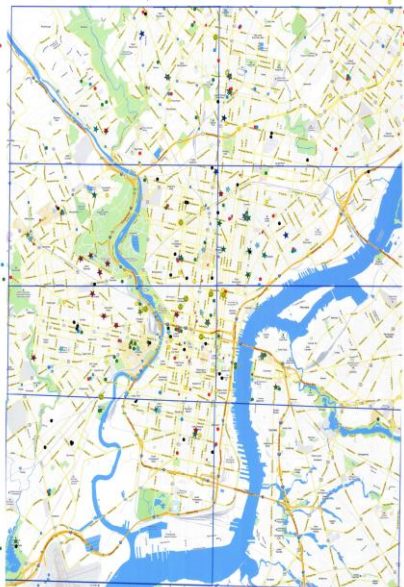


**Working towards  
changing Isolated  
project efforts,  
individual drops...**





**...into cohesive  
ponds of science  
engagement &  
learning across  
Philly.**



# The Five Conditions of Collective Impact

(Hanleybrown,  
Kania, Kramer;  
2012)

**Common Agenda**

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**Shared Measurement**

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**Mutually Reinforcing  
Activities**

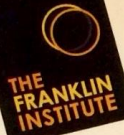
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**Continuous Communi-  
cation**

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**Backbone Support**





## The Franklin Institute's Museum-Community Programs 1993-2014

Lessons Learned

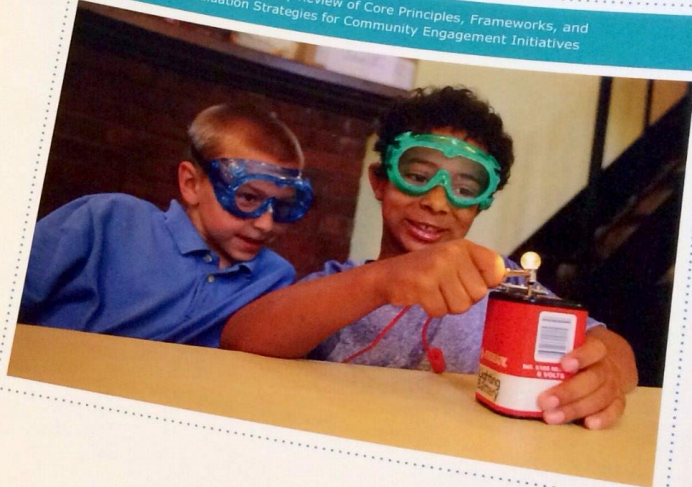


Prepared by  
Kirsten Büchner, M.A.  
Insight Evaluation Services  
Fairfax, VA

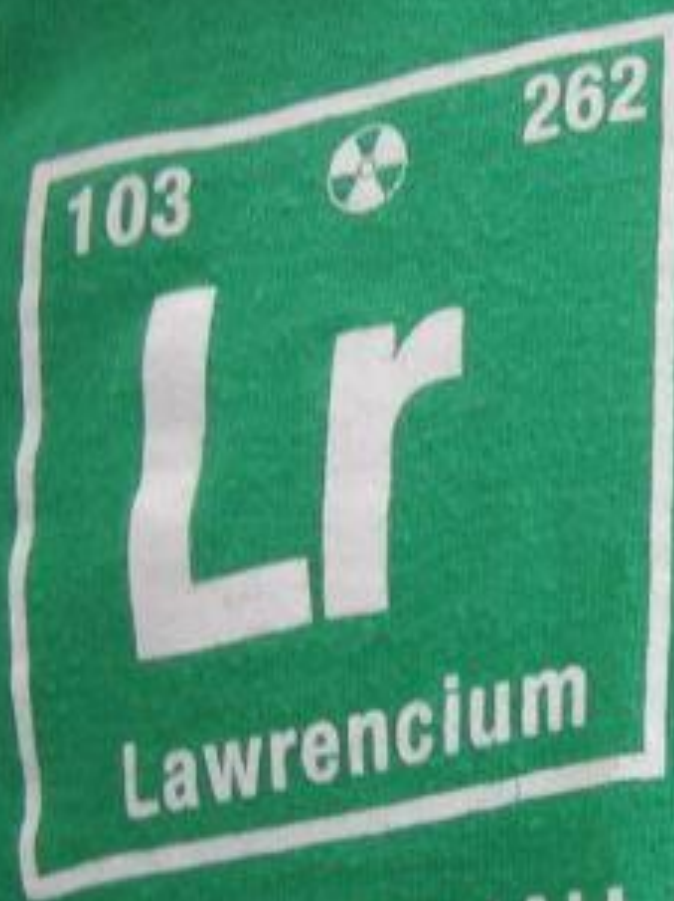


## Engaging Communities

A Multidisciplinary Review of Core Principles, Frameworks, and  
Evaluation Strategies for Community Engagement Initiatives



Susanna Dilliplane, PhD  
Annenberg School for Communication  
University of Pennsylvania



LAWRENCE HALL OF SCIENCE, BERKELEY, CALIFORNIA

Gretchen Walker  
Public Science Center Director  
gwalker@berkeley.edu



Goal: Impact a whole geographical community. Can we change how people value and think about science learning opportunities for youth in their communities?



What does financial sustainability look like in community engagement work?



Future  
**ENERGY**  
Chicago

Breaking the Mold...







# Community Engagement

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## Community of Interest

Students, teachers, corporations, NGO's, research laboratories etc.

## Vehicles for Community Engagement

Process and implementation

## Benefits

Unique resources, leverage, impact

# Community Engagement

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## Challenges/Insights

Pushed all boundaries simultaneously

Internal clarity/consensus around objectives

Internal vs external stakeholders

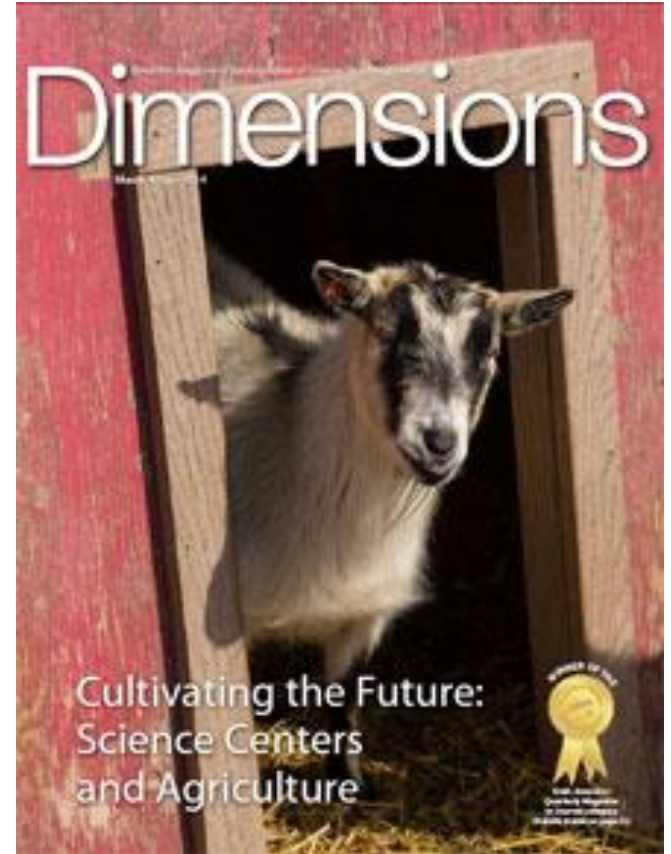
Continuing efforts...



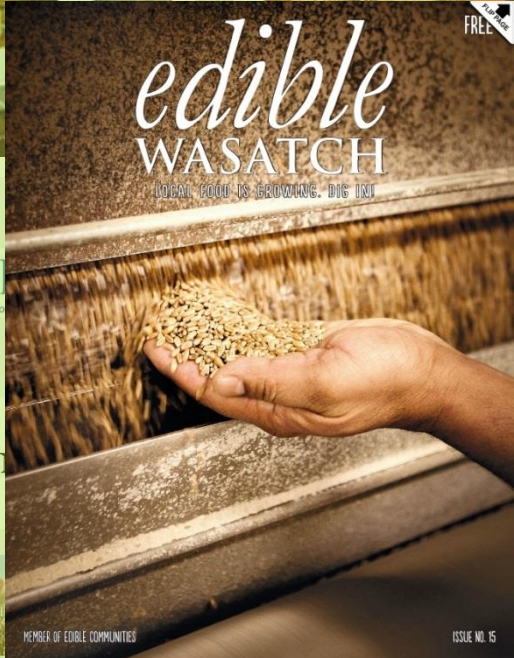
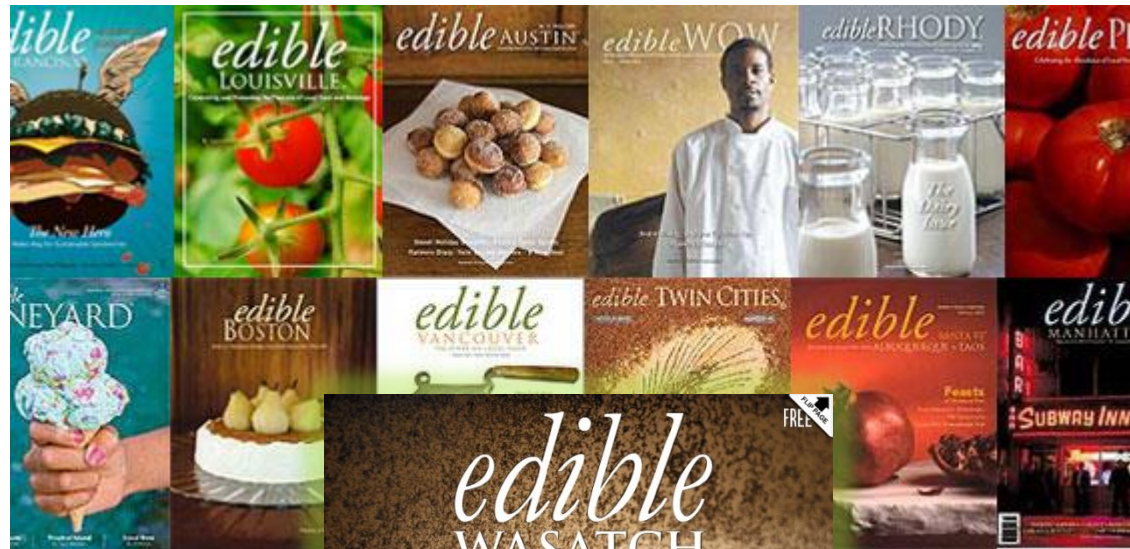
# Thanksgiving Point Institute

*cultivating transformative family learning*

Farm to Table



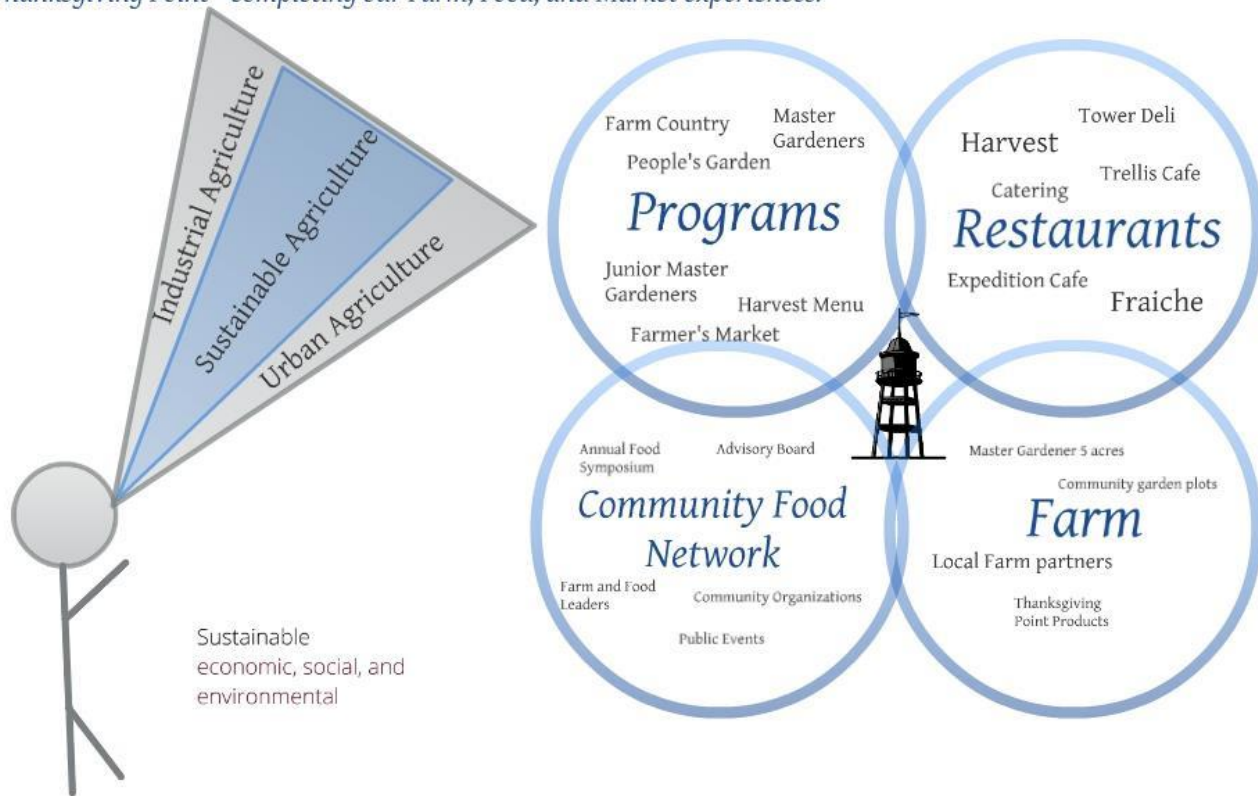
Blake Wigdahl  
VP- Design & Programming  
[bwigdahl@thanksgivingpoint.org](mailto:bwigdahl@thanksgivingpoint.org)



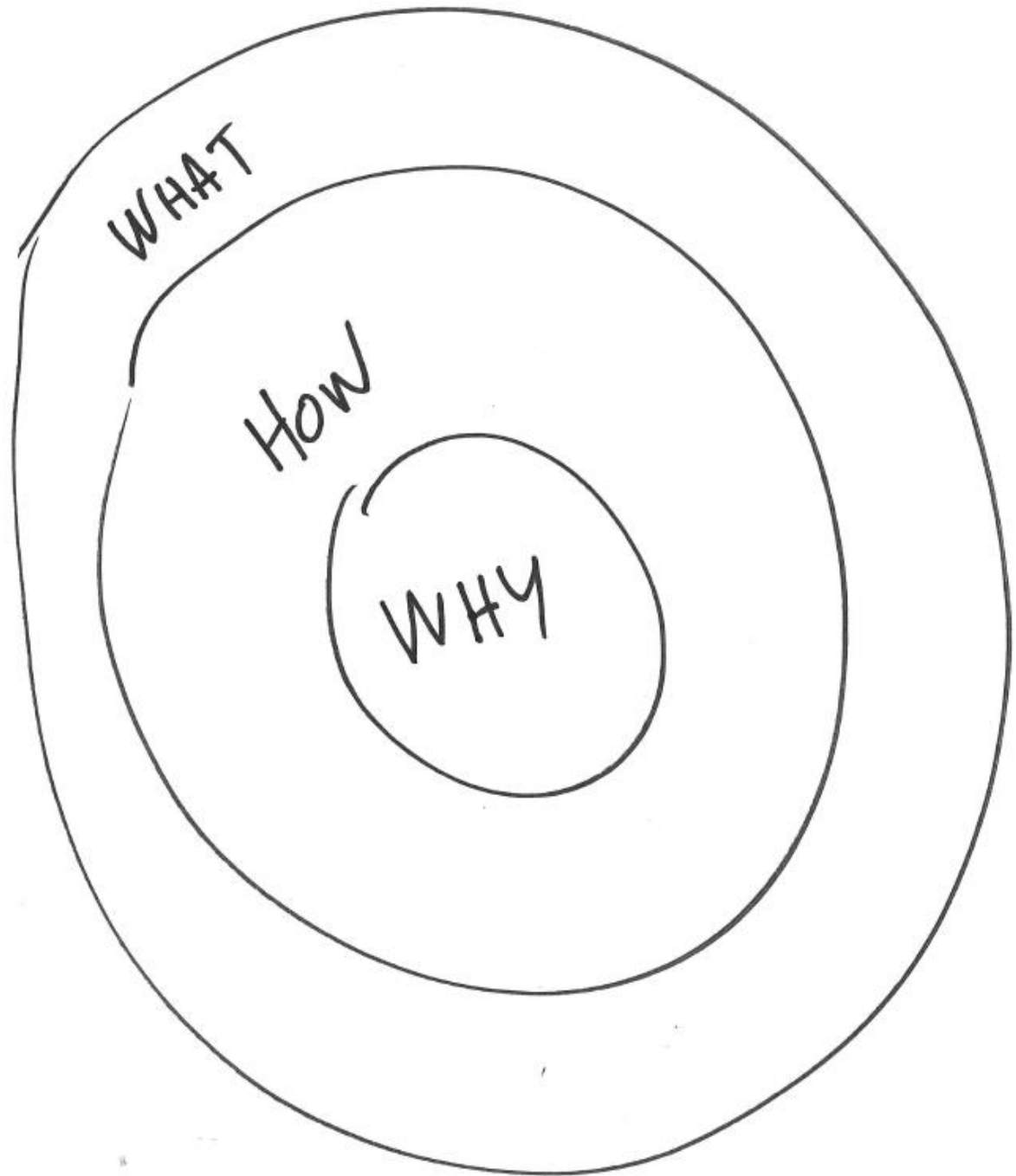
# What does community engagement work look like inside an organization?

## Farm to Table Strategic Initiative

*Become the Wasatch Range's Center for developing more responsible and sustainable ways to grow and connect with food by building a local community food network that leverages the story and resources at Thanksgiving Point - completing our Farm, Food, and Market experiences.*



Find the Why?  
The deeper  
why for  
internal  
stakeholders?



# Topics

- What is “a community” and what is the impact we want to make?? (Dale)
- What does financial sustainability look like in community engagement work? (Gretchen)
- What does it look like to build community of interest around important topic? (Patty)
- What does community engagement work look like inside an organization? (Blake)