

Indicators as a Tool for Community Engagement

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Acknowledgements

“Telling a story that must be heard: Participatory indicators as tools for community empowerment”

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Today's objectives

- ⊗ Explain how practitioners can use indicators to **engage more deeply** with marginalized communities
- ⊗ Introduce the concept of **formative indicators**
- ⊗ Explain **engagement, translation, and problem identification**
- ⊗ **Provide examples** of formative indicators processes in practice

What are indicators?



Two Indicator Frameworks

Formative

- ⊗ Before and/or during project
- ⊗ Participatory
- ⊗ Utilization focused
- ⊗ Shapes project design and implementation

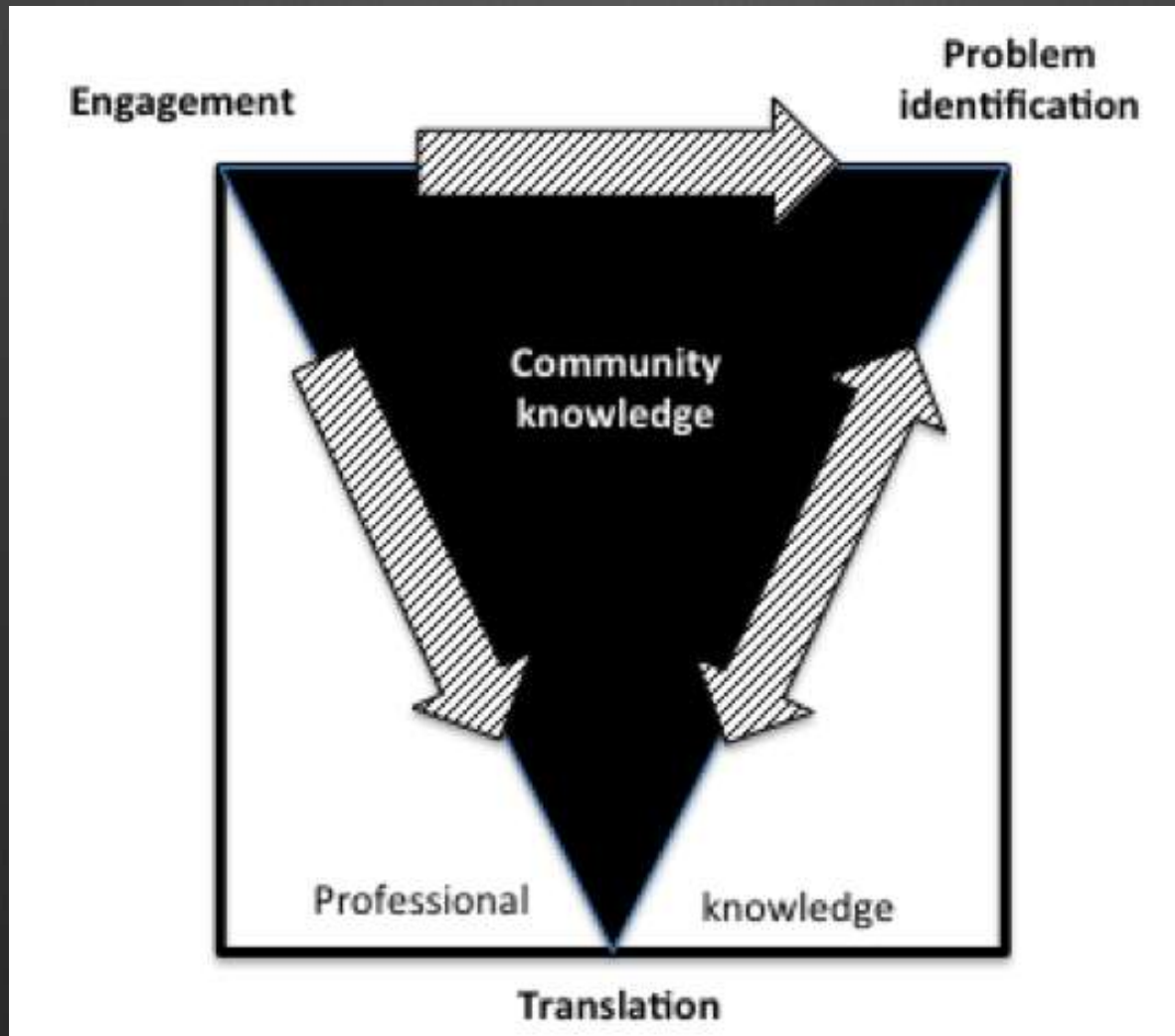
Summative

- ⊗ End of project
- ⊗ Expert-based
- ⊗ Reports long-term progress toward objectives
- ⊗ Often used for grant/funding reporting

Defining problems is power

Crosby and Bryson, 2005

Indicator/Problem nexus





Meaningful engagement

- ACTIVE ITEMS:**
- Multi-cultural festival
 - cultural farmers mkt
 - neighborhood clean up day
 - park updates
 - Multicultural Music fest similar to Jazz in July
 - HOUSE TOUR - RB Association
- UNIQUE IDENTITY:**
- cultural identity w/in street scope (artwork) (flags) + welcome
 - BRANDING - SCOTIAN RB T-shirts (multi-linguage)
 - TROLLEY-TOUR
 - SISTER NEIGHBORHOODS
 - BICULTURAL TOURS
 - MULTICULTURAL GARDEN - need for community center that can be an anchor for private use!



Problem identification



Translation



Selecting indicators



Andrea Mohin/ The New York Times

Outcomes

- ⊗ Community-based formative indicators
- ⊗ Previously hidden issues brought to the surface
- ⊗ Community activism
- ⊗ Accountability for public agencies
- ⊗ Increased individual and organizational capacity

Take aways

1. Indicators provide legitimacy to community stories
2. Marginalized communities of color must be engaged in identifying and defining community problems
3. Non-coercive public participation processes can lead to uncovering and/or reframing of issues
4. Data collection enables formative indicators
5. Formative indicators empower communities