**NNIPCamp Denver**

Session 4: Thursday 10/23/2014, 4:00pm-5:00pm

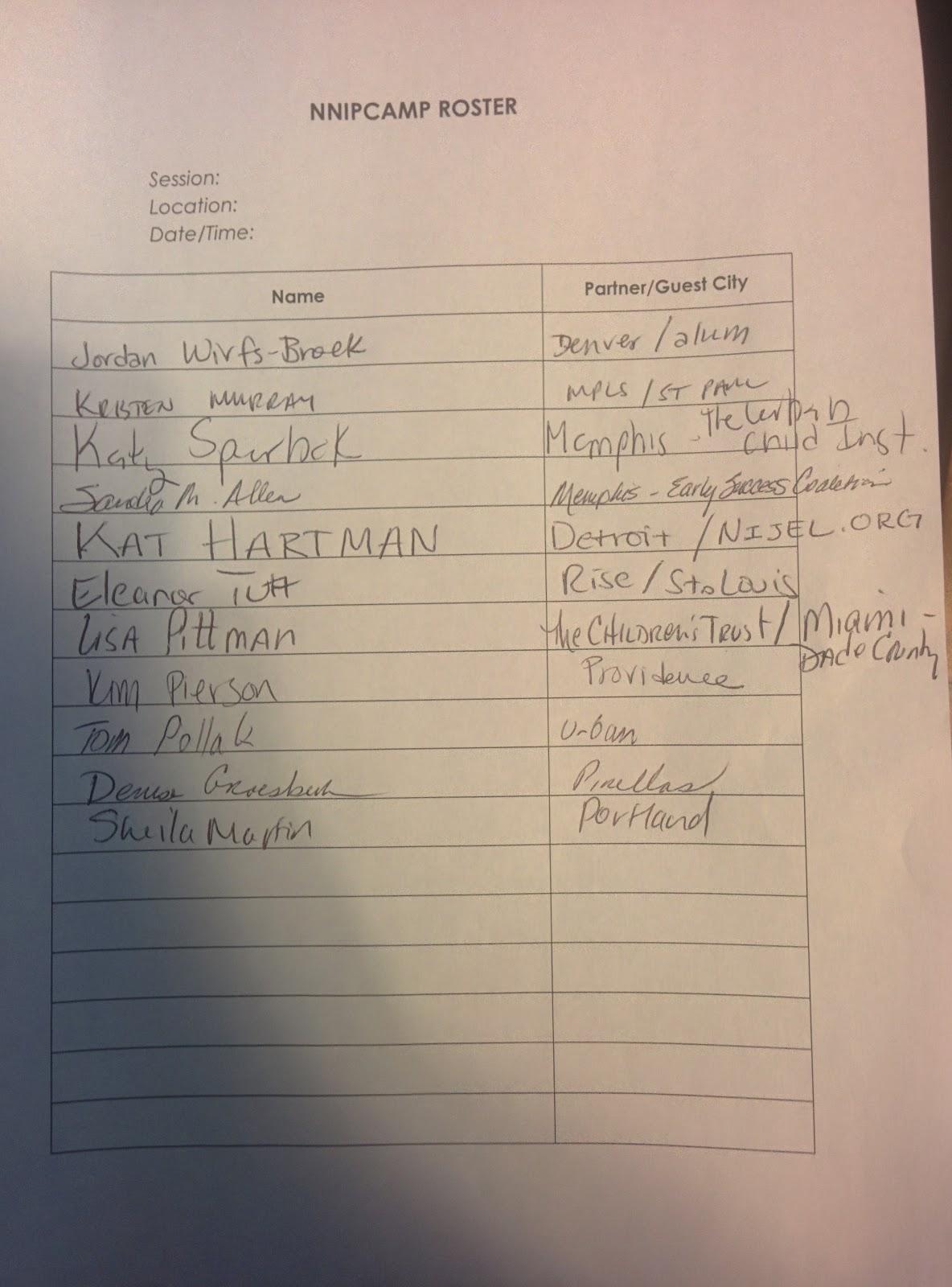
Location: Theater

Session Title: Data as a tool for engagement

Organizer: Jordan Wirfs-Brock

Primary Notetaker: Jordan Wirfs-Brock

Participants:



Notes:

· What does engagement mean?

o Engagement measurements

· Who are you trying to engage and who are you missing?

o Geographic area (residents)

o Everyone who interacts is a child

o Parents

o Grandparents

o Aunts/uncles

o Low income residents

o Non-profit groups

o Childcare providers

o Faith based groups

o Social service agencies

o Engage the engagers, block captains, business community

· Presenting information leads to discussion, but how do you encourage commitment?

o Sharing information

o Discussing with people

o Taking Action

· Want to create an organic process that is customized and community driven

· You can’t always steer the ship and that’s ok

· Who is responsible for change? And who leads?

· Data is a tool for engagement but it doesn’t finish the job

· Who takes ownership of an issue – it’s more powerful for people to present their own data

o Shared an example of kids presenting at neighborhood data day, had more impact

· Things to remember: food and childcare to get people to come to meetings

o Also translators

o Ask, what is actually the goal here?

· Encouraging volunteering helps break down those barriers

· Problem: what if there is no existing convener?

o Dudley ST. Boston?

o Find a microcosm:

o Hire a community organizer?

o Identify assets like grocery stores or other informal communication

o Ask: who do you go to for information?

o What are you willing to do?

o Figure out the state of the data

o Offer small grants for businesses, easy to enter challenges like micro-grants