Mentimeter

Adaptive Engagement

CAPTURING THE BEST ELEMENTS OF ENGAGEMENT IN A DIGITAL-FIRST WORLD

LOGANSIMPSON

UNLOCKING GOVERNMENT

bangthetable

What are your favorite aspects of in-person engagement?

Mentimeter

- Conversations
- Immediate follow-up and clarification of responses
- personal connections
- Opportunity to build relationships, make new ones and connect with people I know
- Questions answered quickly
- neighbors talking to neighbors
- looking at the physical reaction and emotional reactions of persons
- Meeting interesting people
- One on one convos

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What are your favorite aspects of in-person engagement?

Mentimeter

- Discussion
- The personable component of it
- Meeting community members
- Conversations
- Looking people in the eyes and conversing
- break down barriers
- seeing their physical reaction to discussions
- easier to connect
- the personal aspects of seeing people face to face

182

What are your favorite aspects of in-person engagement?

Mentimeter

accountability- sometimes calls or emails go unanswered

Seeing and meeting community members

Informal connections

meaningful connections

2-way exchange of information

Interacting with people. Hearing first hand accounts and stories. Allowing the ability to educate and correct misunderstandings.

Gauging emotions and reactions

Happy hour afterwards

Building relationships

182

What are your favorite aspects of in-person engagement?

Mentimeter

- Personal connection
- Talking directly with people
- Informal conversations before and after
- Reading body languages
- non verbal communication
- Observing/feeling/participating in group energy around an idea.
- Personal connection
- making connections
- Being able to discuss and ask questions!

182

What are your favorite aspects of in-person engagement?

Mentimeter

Personal interaction

The informal chit chat part where people see you as a person

Making a connection with people.

body language

seeing peoples reactions

Building relationships

Being able to answer people's questions

Can read others body language along with what is said

Conversations

182

What are your favorite aspects of in-person engagement?

Mentimeter

The snacks!

Real People

personal connections

Social interaction

Having conversations with people in the community

Build relstionship

Ability so solve issues and get community buy in

Talking it through

Personal connections and being able to read their facial expressions.

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What are your favorite aspects of in-person engagement?

Mentimeter

Physical conversation with body language and facial recognition

Personal connections

Facial expressions & body language.

Making eye contact

the interaction itself and understanding issues

Large maps!

Immediate feedback from stakeholders.

Reading the room

Diversity

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What are your favorite aspects of in-person engagement?

Mentimeter

Clarity

Connections

serendipitous moments

Person to person understanding and convos

Able to understand emotion/reaction of the topic

See someone's face and their reactions

Seeing someone's perspective change as you talk to them. Changing their minds or seeing them expand their perspective/mood.

social interaction and hearing the narratives instead of just seeing the data

Building relationship

182

What are your favorite aspects of in-person engagement?

Mentimeter

Ability to address false rumors

energy and engagement of people when together

Drawing on maps

Funny stories

Meet familiar faces and inspire each other with chatting

it seems to bring in more people

learning different perspectives

hearing new ideas

Seeing facial expressions and body language reactions. Impromptu discussions.

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What are your favorite aspects of in-person engagement?

Mentimeter

Collaboration

personal connectionsseeing body language

Personal connection

The ability to hear from people of all corners of the world

Enthusiasm

Actually seeing the expressions up close on other human beings' faces -- "reading" them

The chance to connect with project partners informally.

Being able to better read body language

Hearing comments of other attendees

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What are your favorite aspects of in-person engagement?

Mentimeter

- Personal connection
- Meeting new people.
- Extracurricular conversation that feeds into direct conversation
- Conversation
- The support and buy-in for innovation
- Getting people together for unexpected conversations
- Hands-on activities.
- non-verbal ques
- building relationships

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What are your favorite aspects of in-person engagement?

Mentimeter

Dialogue

Immediate follow up conversation

Discussion

Meet peopl

Face to face

Conversations

Getting to hear what matters most to people

Transfer of knowledge; EQ on person's intent

Providing imediate personal feedback

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What are your favorite aspects of in-person engagement?

Mentimeter

Conversations and connections

build relationships

Hearing new perspectives

back and forth

organic conversations that take different turns

meet interesting people

Face to Face contact with participants.Excitement of the roomDiscussion

Personal connections

Energy.

182

What are your favorite aspects of in-person engagement?

Mentimeter

- Opportunity for in depth discussions
- Following up on ideas and questions
- questions answered quickly
- Conversation
- Ability to do a deeper dive with follow up questions, discussions.
- interactive design
- Full attention of participants
- I remember faces better than bames
- Body language

182

What are your favorite aspects of in-person engagement?

Mentimeter

- Finding out why they think the way they do
- Building trust
- Closer connections
- Discovering new facts and opinions
- casual conversations
- Energy
- Learning from each other
- Spontaneous interaction
- Personal connections

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What are your favorite aspects of in-person engagement?

Mentimeter

Non verbal cues

real interest in the community and what's happening there

Engaging face to face

You can get a better understanding of the non-verbal signs that someone is expressing. Also, you can often speak a bit more off the record as opposed to a Zoom meeting, where you can't pull someone off to the side.

Understanding different cultures and backgrounds.

Building relationships

The snacks!

being relatable to people

spontaneity

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What are your favorite aspects of in-person engagement?

Mentimeter

- Learning what people are thinking
- Interaction
- collaboration
- Community participation
- Establishing personal relationships
- Meeting people
- focused attention, consensus building, non verbal communication
- Meeting people with opposite aims and sorting the problem together.
- Accountability

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What are your favorite aspects of in-person engagement?

Mentimeter

- Being able to ask questions. And “why”
- The unspoken body language
- Give and taken
- Listening
- Showing empathy
- Identifying community isdued
- being able to interact with participants before and after - many people are shy
- confrontation
- travel time

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What are your favorite aspects of in-person engagement?

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usually suspects control event

logistics

People that talk at you but don't listen

Talking to people at Happy Hour

Bullies

people sometimes dont feel comfortable sharing their thoughts

no one showing up!

It becomes a opportunistic situation for the public to complain off topic

a few people dominating the conversation

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What are your favorite aspects of in-person engagement?

Mentimeter

When people don't accept valid data as valid data. Facts aren't debatable

poor attendance

Notices on public websites

Night meetings!

6 people showing up

Interactive web sites that remain accessible after the event

Angry people

start earlier and provide longer time for feedback

Manners.

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What are your favorite aspects of in-person engagement?

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Learning how

New opportunities

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Key Components of In-Person Engagement

Start with "Why"

The Golden Circle

WHAT
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.

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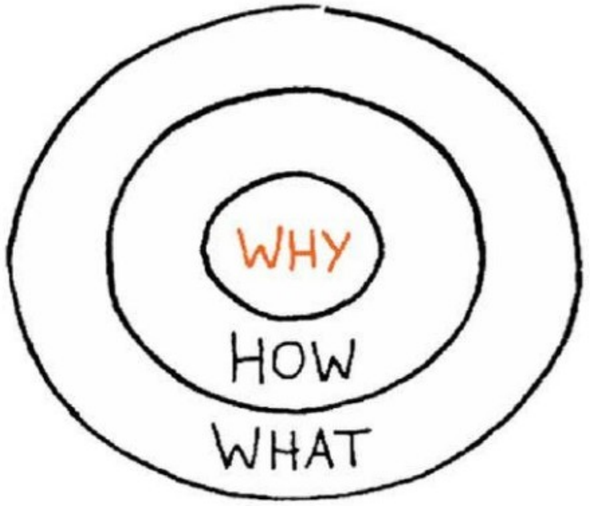

The Golden Circle of Community Engagement...

Personal Connection and Community Buy-In

- Personal connection with other community members
- Sense of an invested community
- Recognition of diverse ideas and perspectives
- Expansion to under-represented demographics

Accessibility

- Access to conversations with local and regional subject matter experts
- Small group discussions in settings that promote dialogue and mutual understanding
- The ability to read body-language and respond
  - Are we missing half the conversation?

Validation

- Opportunity to meet others with similar views
- Confirmation that your input was heard by decision-makers or community leaders
- The ability to see and hear a response
  - Has our laugh track been muted?

What are your least-favorite aspects of in-person engagement?

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I like talking to people

Happy hour

verbal abuse

Angry people

Physical touch

awkward conversations

the "scary" people

Beratement

Angry participants.

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- The loudest voice taking over
- sometimes you don't want to engage
- Getting covid
- Confrontation
- close talkers
- conflict
- time investment
- Turnout
- Long drives home in the dark and snow afterward

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- Awkwardness :-)
- Too much animosity
- Being singled out
- See same people I've seen before
- Vocal miniorty
- Arguments
- Grandstanding people
- Potential Conflict
- angry people

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- want to listen
- Commute time
- Having to go somewhere
- uncomfortable angry people
- Often takes more time
- Being talked at
- "squeaky wheels" overpowering others
- Inconvenient times or travel
- NIMBYs

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What are your least-favorite aspects of in-person engagement?

Mentimeter

rude people

There are always a few people who won't let you go. They monopolize my time.

Taking heat about drainage when we need to talk about planning

Not being able to properly communicate why something is a good idea.

off topic complainers

racist people

travel and setup timegetting stuck in bad conversation

Small number of people dominating conversation

Folks that are nasty

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- tendency to reduce to personal attacks
- Inability to listen
- Angry people
- confrontation
- difficulty finding time to attend
- Tuning out
- spitting
- low attendance
- Disruptive people

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- Stress
- High amount of white guys, homeowners
- Overtaking the meeting with one speaker
- Yelling
- Same people always show up
- the long drive to the meeting
- negative attitudes
- vacant room - no one attends
- When people try to jump the rails and go on a random tangent

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- confrontation
- People leaving early
- Collaboratively planning is almost impossible
- No one shows up
- Lack of listening to one another
- Juggling attendance with busy schedule
- Giving up my evening from home.
- one people taking the mic long time
- People not turning up

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- Disporportionate representation
- People that just want to complain
- frustration of participants not being able to participate
- When one person or a group take over ameeting
- Token engagement just to get it out of the way.
- time taken travelling there and back.
- citizens that want to use the forum for another topic
- The vocal minority can out talk the general majority
- Anger

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What are your least-favorite aspects of in-person engagement?

Mentimeter

beratement, loud voice taking over

NIMBY blinders

Non-participation

People who won't stop talking.

Group think

people who attempt to discredit the process

Having to really watch your body language, especially facial expressions, when someone expresses a stupid idea.

negative nelly's

Watching kids

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- Loud people opposed to everything
- No one shows up
- Grand standing
- Its exhausting. You have to be "on" all the time.
- Disrespectful behavior
- Conflict
- I'm an introvert...
- People going on about things unrelated to the actual topic
- Being put "on the spot"

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What are your least-favorite aspects of in-person engagement?

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Conflict

lack or turnout

beratement , angry person, people getting rude

Limits to only those who "have time"

Dealing with unreasonable people that won't act politely

Often takes more time

Conflict

The same 25 old white guys show up. Single issue participants.

people just there to vent

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What are your least-favorite aspects of in-person engagement?

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Creeps

disorganization

Being talked at

Participants not taking in info objectively

Presentations that drag on. Listening to consultants who seem out of touch with stakeholders

Not being able to solve a person's "problem".

People showing up to share grievances

people with an axe to grind only

Folks with a preconceived agenda

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What are your least-favorite aspects of in-person engagement?

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I can't leave. Even if meeting is over, they chase me down and keep me in the parking lot. I always back in for quick getaway.

transcribing all the public comment afterward

Parking

Timing of meetings (usually in the evening)

Dominating voices

Lack of access to people with disabilities

Vocal minority

Bullies

Planning for the right type engagement

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What are your least-favorite aspects of in-person engagement?

Mentimeter

Meetings for no reason over and over

Not a safe environment to share ideas

Night meetings!

Few attendees. Same ones attend. Only those w the extreme viewpoints attend. Not the majority.

Racist people

Lack of turnout, angry uninformed people, what'ssnow?

inconvenient

Failed equipment

Argumentative

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What are your least-favorite aspects of in-person engagement?

Mentimeter

- No one showing up
- STP same ten people / the usual suspects
- Not recording the results
- Grandstanding
- Lack of interest
- When no one shows up
- Close talkers
- Difficulty of addressing the anger especially when they make stuff up
- Driving to unfamiliar locations late at night.

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What are your least-favorite aspects of in-person engagement?

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NIMBYs

Know it alls

lack of participants

So much complaining

Disrespectful attendees

same people showing up all the time

Derailing a meeting

Close minded individuals

People not willing to listen

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What are your least-favorite aspects of in-person engagement?

Mentimeter

Evenings and no one seems to think I have a family.

People not reading or participating

When the smartest guy in the room shows up

People who don't understand institutional racism and how it manifests in communities of color

Angry participants. Confrontation. Arguments. Listening to mansplainers- and I'm the only woman or maybe one of two.

Grand standing

people on their phones

Confrontation

Lack of others

169

What are your least-favorite aspects of in-person engagement?

Mentimeter

- Lack of civility
- Drained afterwards
- You have to drink when you get home
- Gender bias treatment - insulting, speaking to the men, not me
- More robust follow up, so people feel like the time they spent participating was worthwhile
- Disconnection
- Offer meetings in various languages

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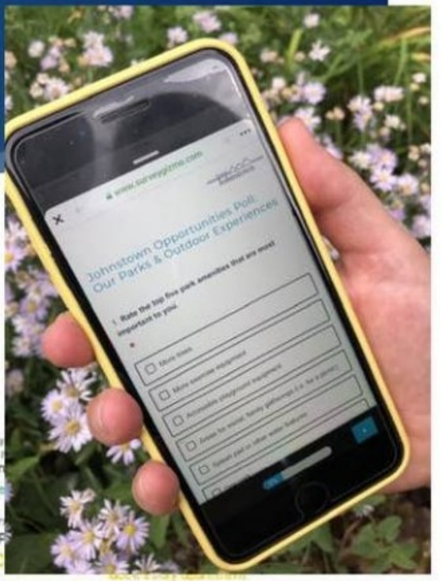
Replicating In-Person Engagement Online: *Take the Good and Leave the Bad*

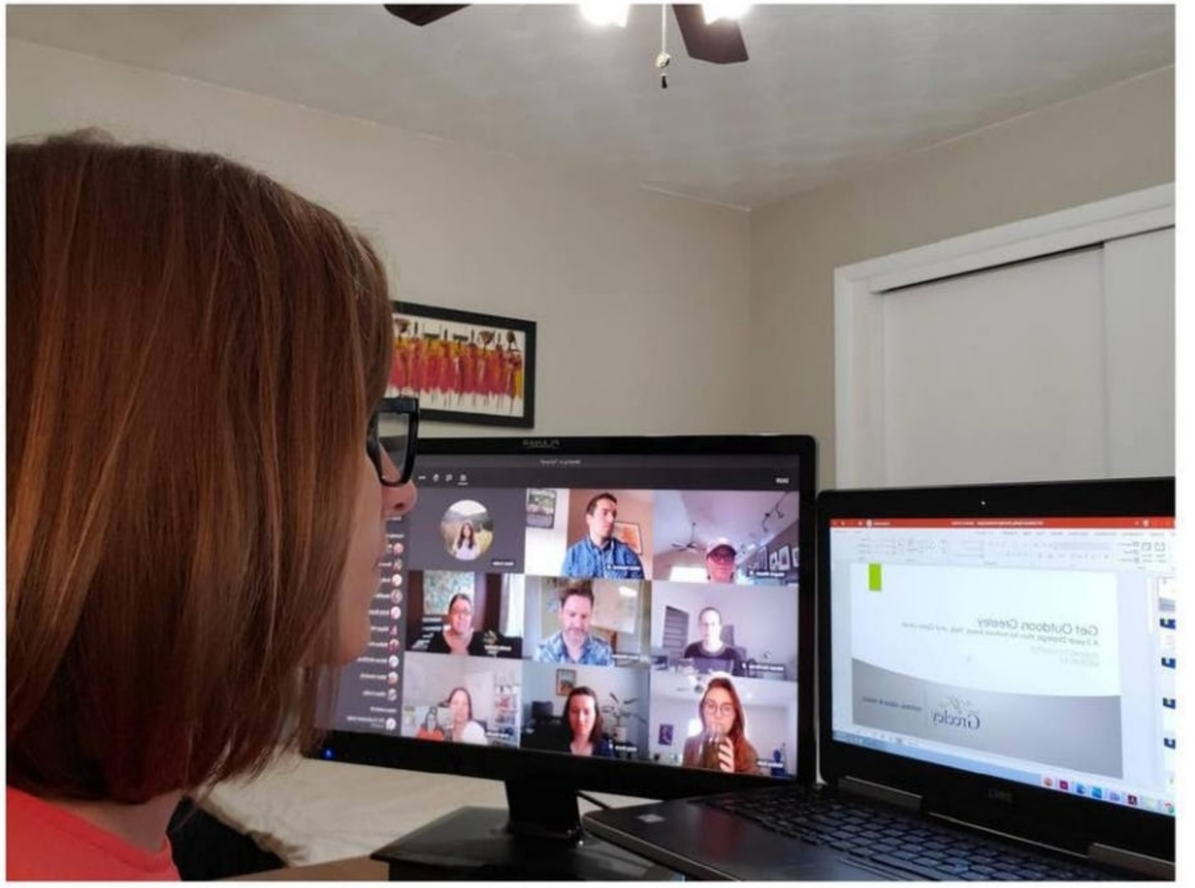
Real-Time Response

- Using Mentimeter, Bang the Table, Mural, Konveio, SMS capabilities, or other engagement platforms to provide real-time feedback on community input
- Identify the most pressing issues and immediately target key conversations
- Facilitate live discussion through chat features



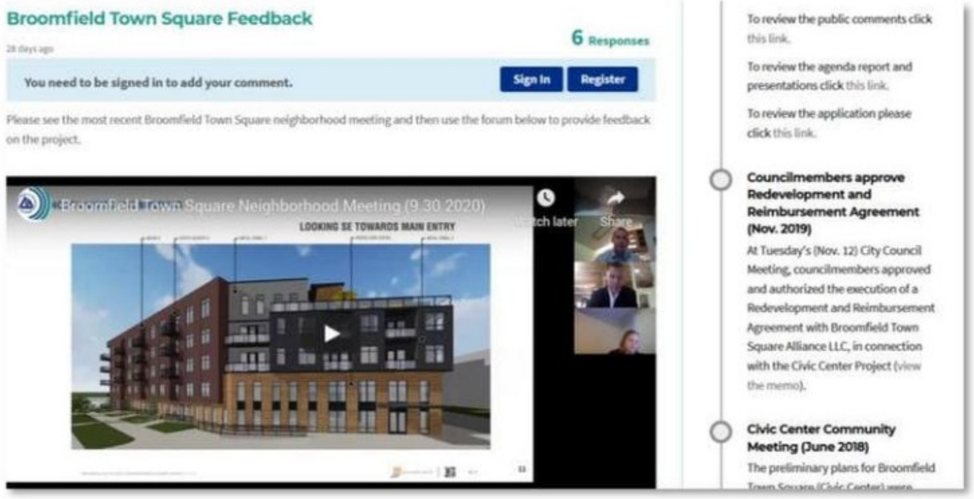
Face-to-Face Connection

- Encourage video or audio public comment submissions
- Stakeholder roundtables held via video conferencing
- Digital open houses and document review periods
- Intimate personal stories via video and storytelling features
- The power of the written word



Staging

- Use clear and concise timelines to show the process online
- Make sure people have access to documents, minutes and videos that help to create on- and off-ramps



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Use a Variety of Tools

- Synchronous + Asynchronous
- Deep Dive + Surface Responses
- Multiple Choice + Essay
- Maps + Non-Maps
- Images + Text
- Right Brain + Left Brain
- Break Down Surveys

Improving Public Engagement

Optimizing Outreach

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

Equity

multimedia

increased transparency prior to a meeting

think like a participant, not a planner

Improve listening

Include everyone and use an equity lens

engage all age groups; youth have really good ideas that are often ignored or hidden

use more interactive tools

Just use emojis

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

Less token engagement by higher ups. We just need to "get this out of the way" and more focus on involving all groups.

Make it engaging and exciting

Multiple tools and social media outreach

Video

Have it be more than perfunctory! People on all sides need to feel invested.

upvoting tools

access diverse populations

hybrid approach (digital and in person)

talk less, listen more

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

Combo of styles to reach a variety of people and perspectives

have elected officials/community leaders advocate the event

multi-generational

Encourage webcams, if possible.

Plain language

outreach to more diverse audiences

How to improve/enhance/increase trust

Mixture of online and in person

Clear information and instructions for engagement

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

Increase types of engagement to capture all (Diverse) perspectives.

clear ground rules

Flexibility

Translated materials

Inclusion

personal conversations, follow ups 1-1

Internet access for all

Conflict resolution

More interactive tools

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How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

- partner with schools and other institutions
- Hold meetings outside of normal work hours
- Digital divide barriers to be overcome
- Coordinate multiple efforts seeking input rather than making community attend 5 different meetings
- Bring the conversation to the people
- TikTok
- Give poor people free smart phones
- Even playing field
- You have to meet people where they are., whether that is digital or in person. Small break out digital sessions.

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

how can this be done in a community where residents speak multiple languages?

Seeking out different people who might not otherwise attend a community meeting.

Start with goals and consider creative solutions

Prioritize those who stand to be most impacted

talk to various populations

outreach to those without Internet access to make sure process is more inclusive

Know that some people's digital connections are poor.

Equitable access to opportunities to engage and diversify the tools and methods to improve the opportunities

mute button

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

engagement sites, promote them!

Engaging to get people to respond or just show up

make it engaging

low income access to computers

interactive tools

use verbage that creates an open and positive environment; it starts with the presenters

don't forget those without smartphones!

Make sure the technology is accessible and works

We need to commit to the process internally and not do token engagement.

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

Reduce political influence

Keep everything positive

Follow up - make sure people know they were heard.

Ask the right questions - be clear on the Why and clear on decisions already made

varied approach depend on audience trying to reach

Need to have good slides. You have been cutting in and out.

use both social media and standard media like tv

Less presentation, more discussion

lalk with, not to

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

more mailings

start earlier and have longer time for input

Walking tours,

diversity of folks reached and tools used, as each individual has a different preferred method of involvement

Lots of visuals

More times to do meetings. Not just 1 at 6PM.

reach more diverse audiences

Improve reaching all stakeholders

internet access everywhere

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

- Use multiple tools to engage different stakeholders
- Personal conversations
- Offer at convenient times
- door to door engagement
- Provide different forums/platforms for people to provide input
- try to make it fun
- Integrated live and digital
- Think about goal, make the type of engagement most useful
- don't require sign-up on website/questionnaire

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

interactive meetings, not webinars

Getting politicians to listen to the input.

casual conversations - focus groups

Social responsibility on how we talk on digital platforms. A better civil conversation.

Become better listeners.

Really need to identify the groups in your target audience who have Internet access and/or who are comfortable using digital tools. Some may not have access due to income or remoteness.

Outdoor Pop-up meetings

Let people participate on their own schedule

Add a "Like" button

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

Audit who is participating and build engagement around missing voices

I like the idea of putting up videos that people can review at any time.

diversify

Like the online tools

Incentives for people to engage & participate

Use transit system to help with messaging (on-bus ads, etc)

Pop-up and demonstation products

Arm our senior citizens with tech

SEAMLESS - online forms/surveys

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

You need to have clear directions. Code of conducts. And methods to keep people “on task” and not on “their agenda”

On topic. Never anonymous.

Hybrid

SocialPinpoint

Make sure you make sessions accessible. Seniors don’t go out at night nor do they like the CBD.

It will be safer if digital. Will fuel conspiracy theories.

Keep it positive. Describe the positives of proposals, not just the negatives

Civil

hybrid

How do we improve engagement? How can it become better, safer, and more fruitful?

Mentimeter

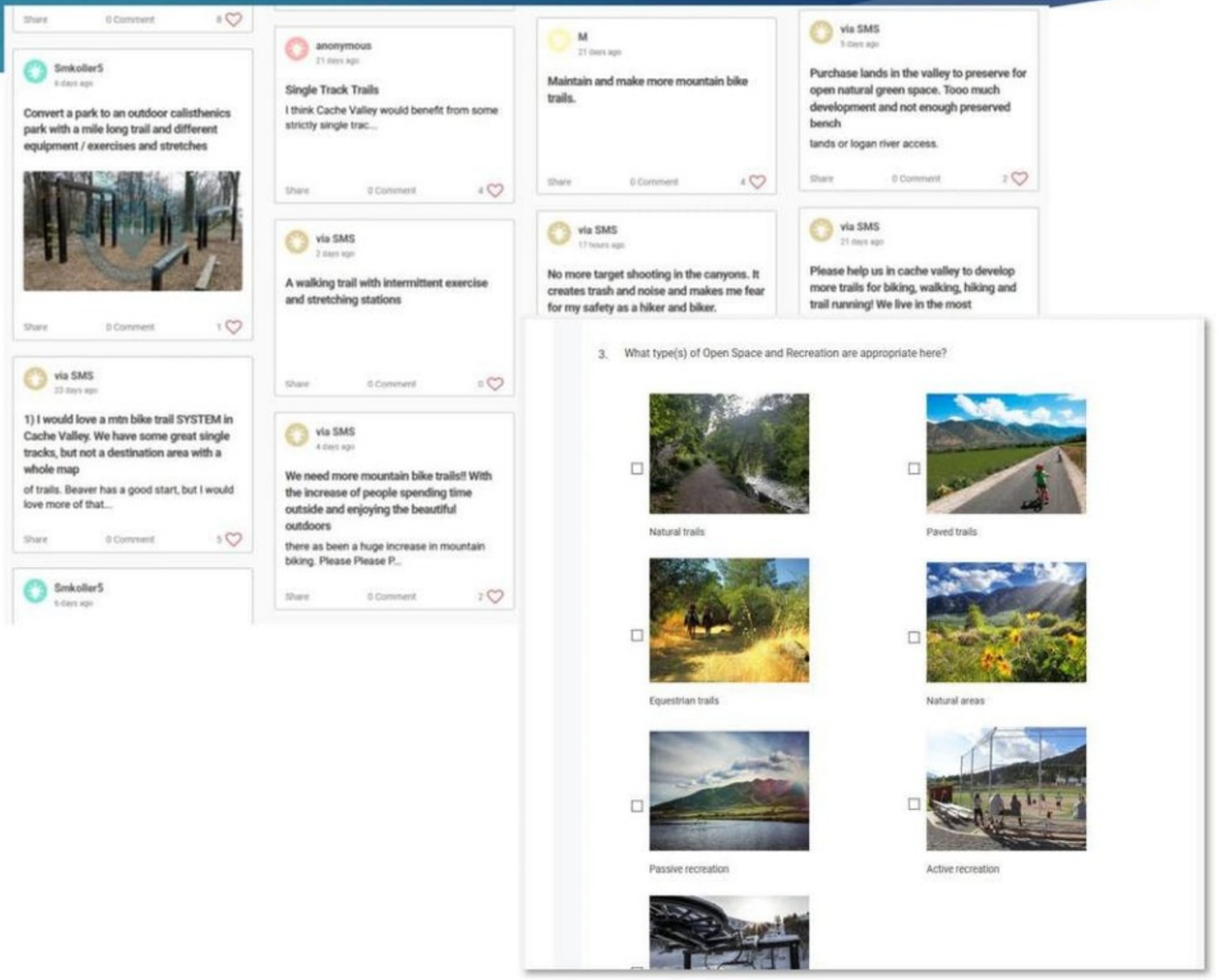
confusing

Primarily electronic - less costly, broader opportunities for participation,

Case Studies

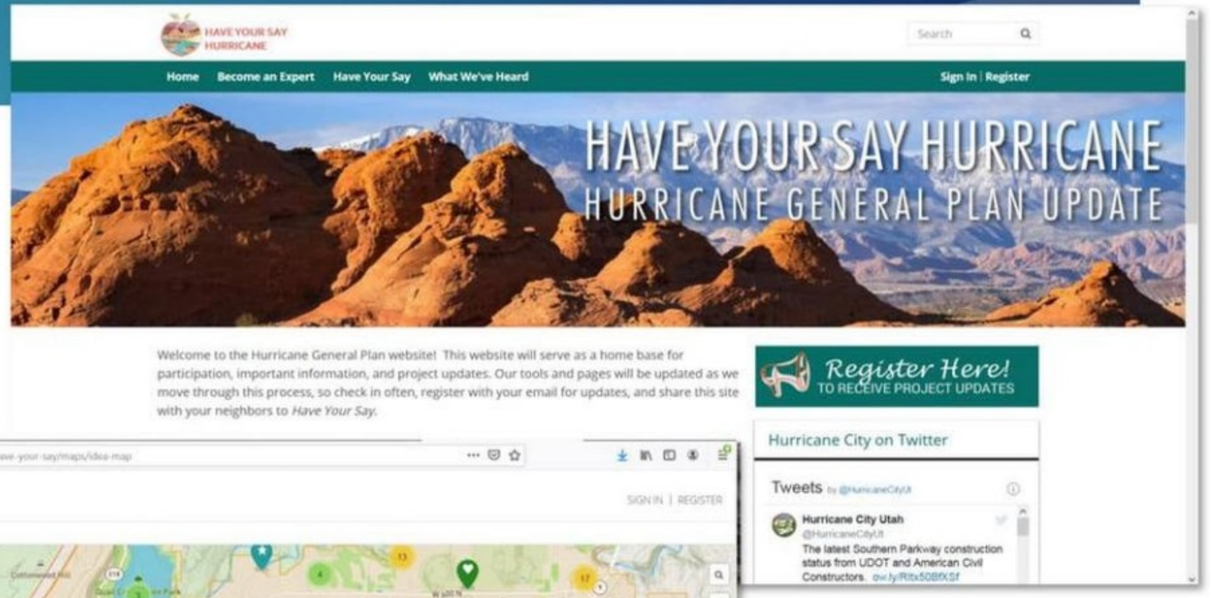
Imagine Cache, Cache County, Utah

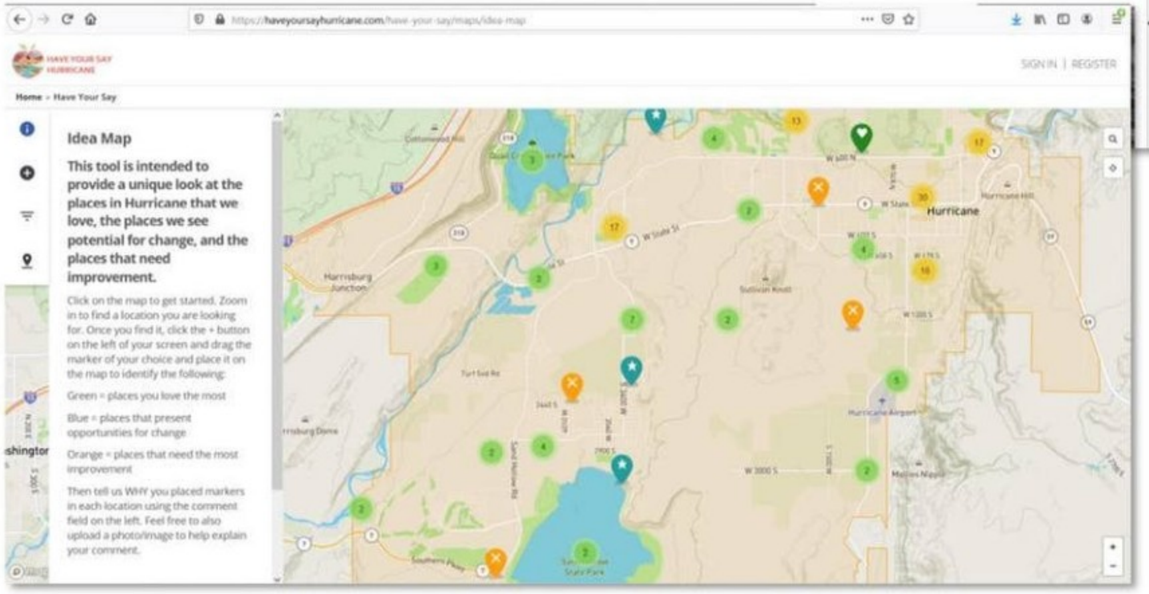
- Bang The Table's platform allows for an "all-in-one" approach to digital engagement across three projects, using:
  - SMS
  - Questionnaires
  - Mapping Tools
  - Visual preference questionnaire



Have Your Say Hurricane, Utah

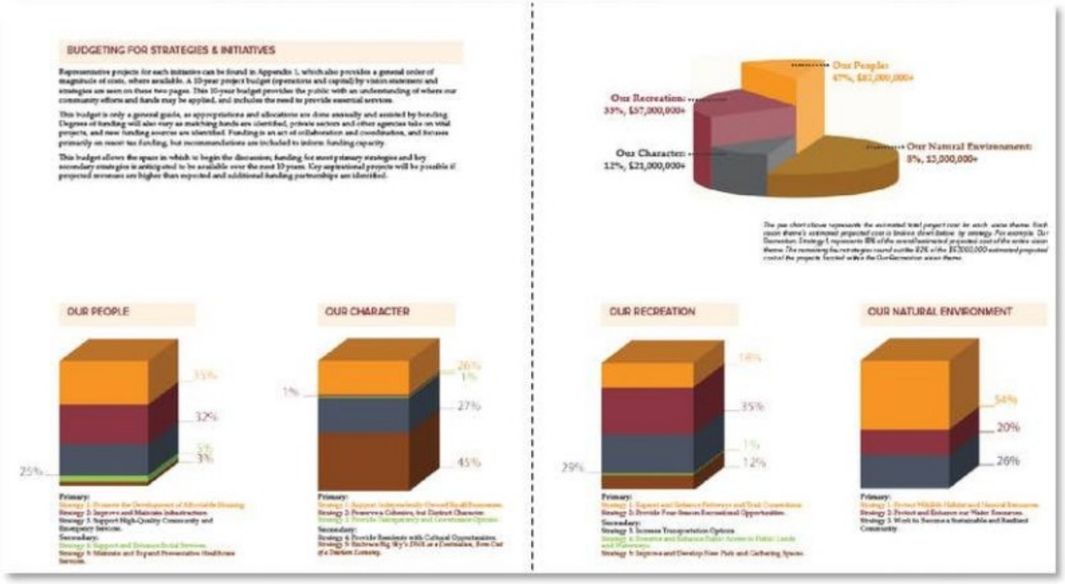
- Integrated Twitter Feed
- Automated Project Lifecycle
- Interactive Community Idea Map





Our Big Sky, Montana

- Channeling high numbers of in-person engagement into digital participation
- Using a variety of tools and techniques to develop a funding structure for community priorities



In three words or less, what does engagement look like in the post-covid environment

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THANK YOU!