



# Engaging with Diverse Stakeholders and Audiences

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**106GROUP**

Connecting People + Place + Time

# Why is This Important



# 1. Our Values



Building Community



Preserving Spaces

# 1. Our Values



Protecting Stories



Teaching & Learning

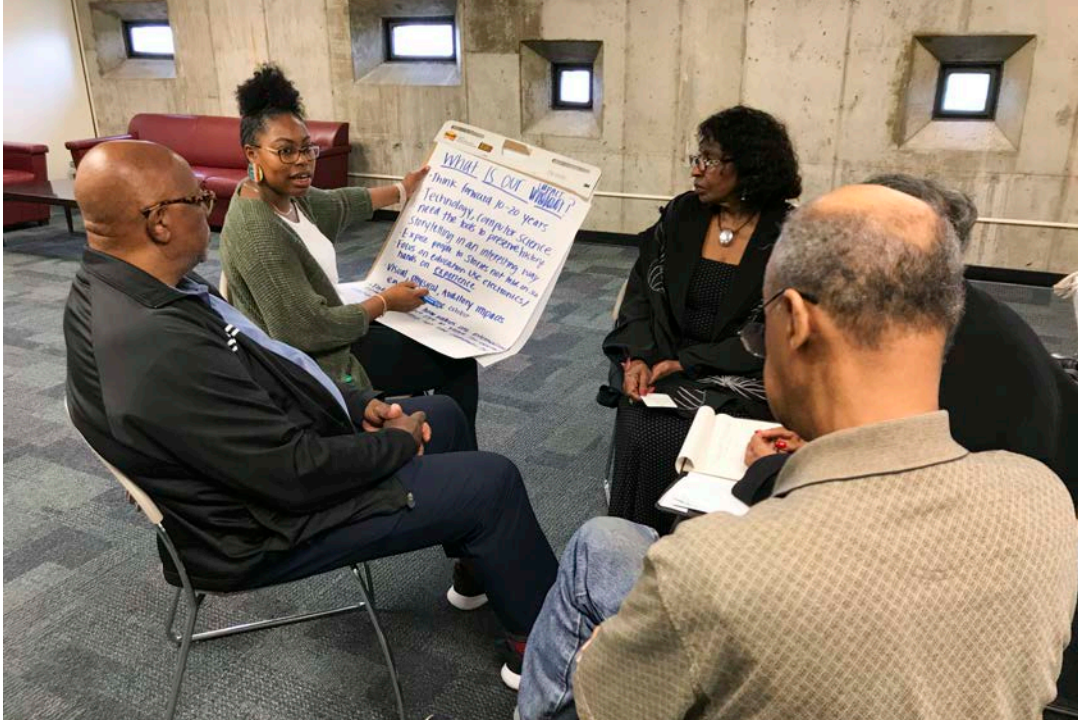


Expanding Participation

# 2. Parks Need Support



Demographic Shifts

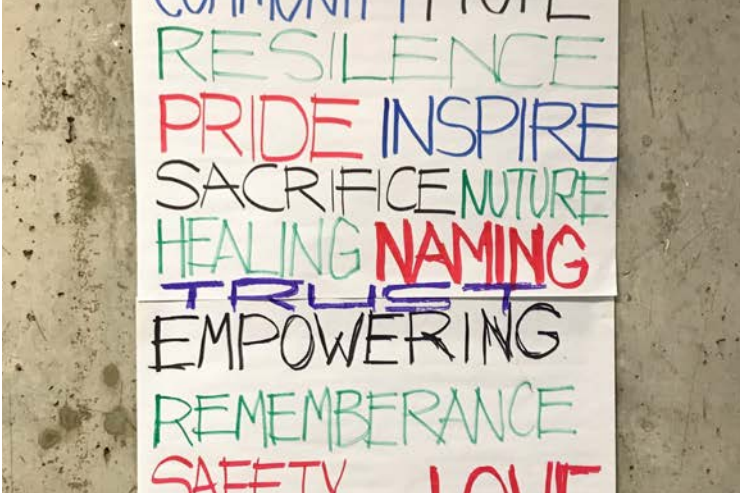


Untapped Groups

# 2. Parks Need Support



Fresh Creativity



Understanding Values



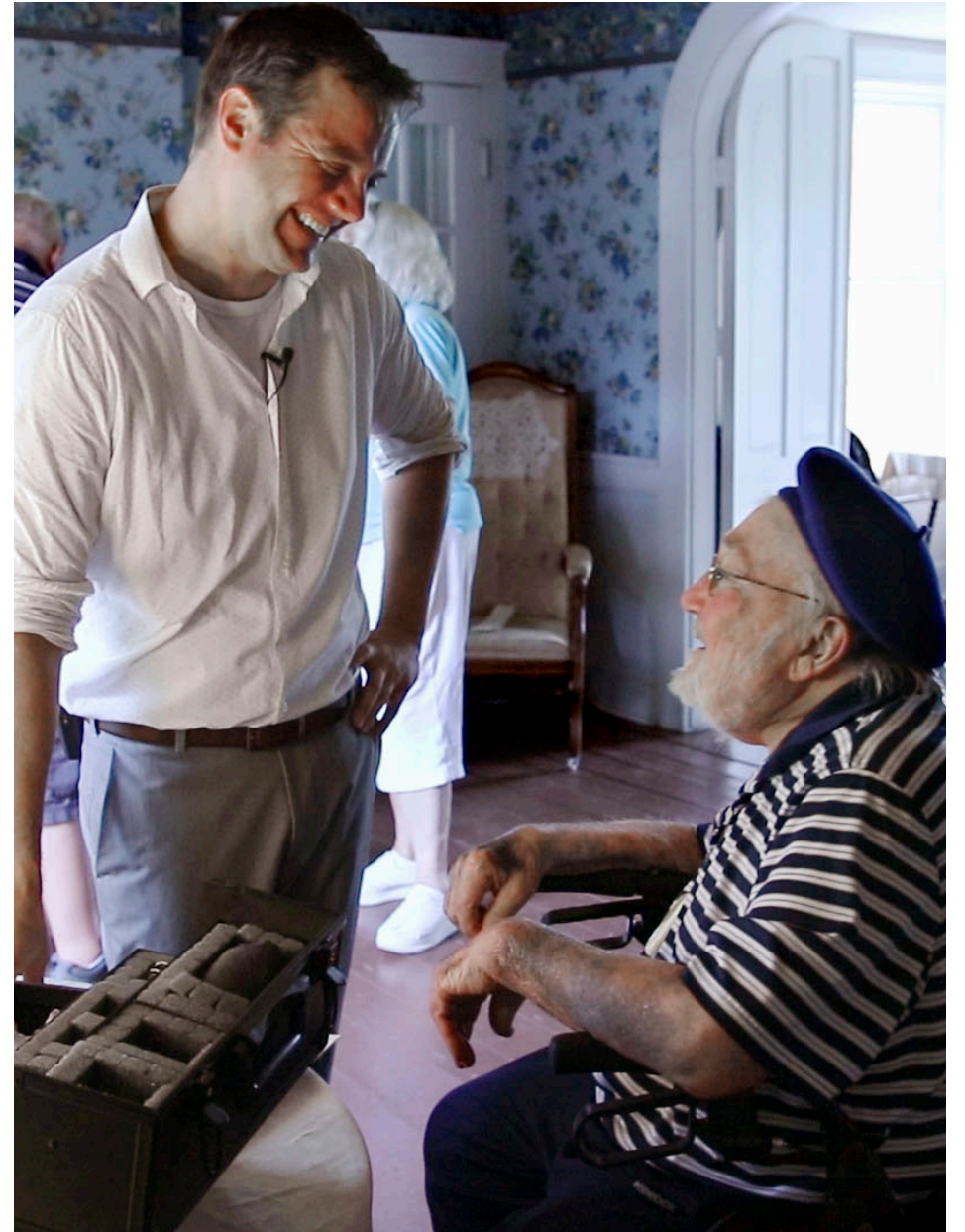
Engagement

# Tools for Engagement



# Relationships

Build a relationship that is personal not transactional







# Location

Offer to go to the community – do not assume they come to your park or site

# Forms of Communication

The culture of rapid correspondence in many private firms and agencies is not shared within many Tribal or more traditional communities





# Agenda

Provide participants the opportunity to review a draft agenda before the meeting

# Anticipate

Be ready to address fear, mistrust, and sometimes anger – towards your institution and/or long-term histories of who you represent



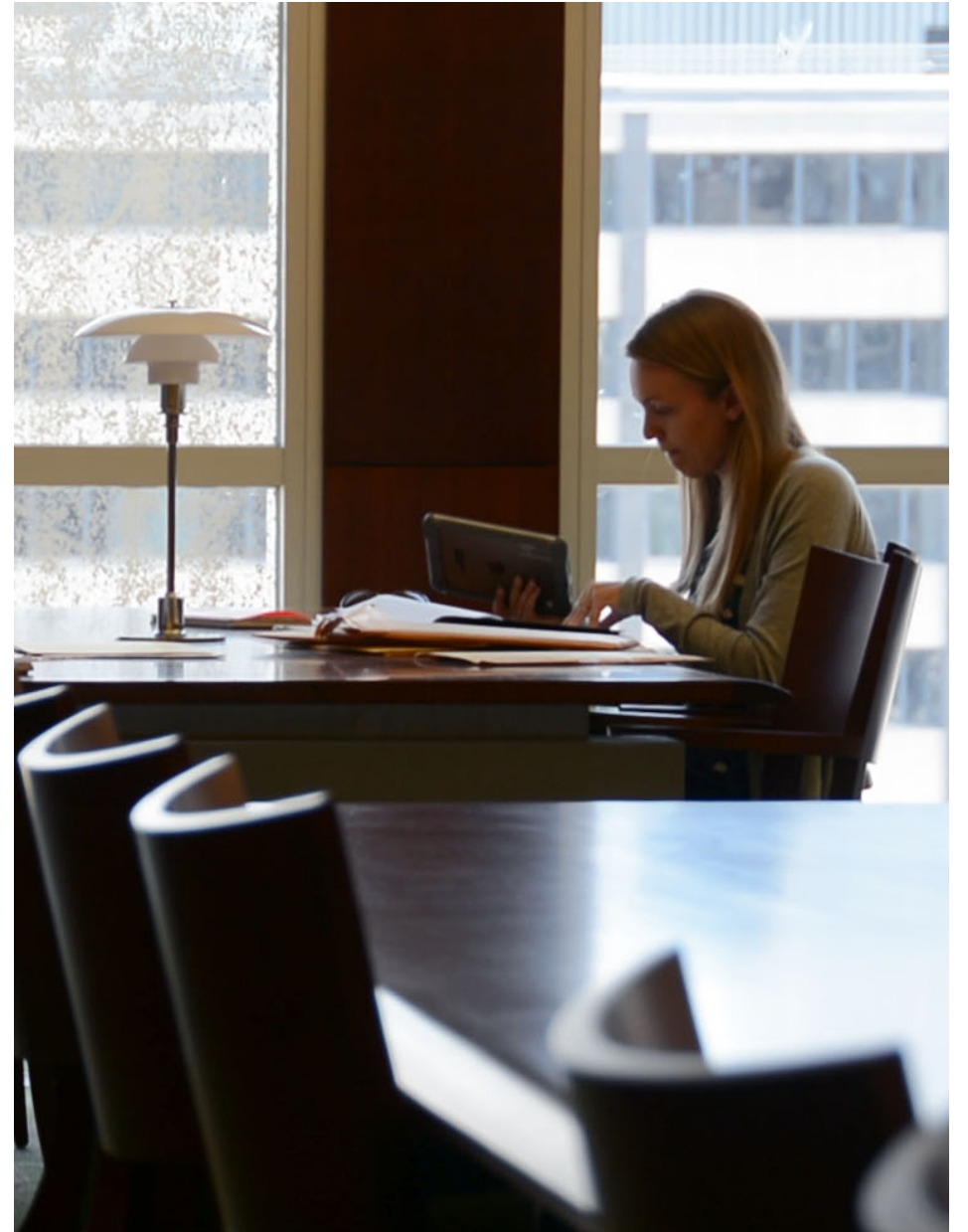


# Listen

Really listen through active and meaningful engagement

# Background Information

Read and learn more about the people or community you're engaging with





# Communication Styles

Silence – Nonverbal messages – Humor – Storytelling

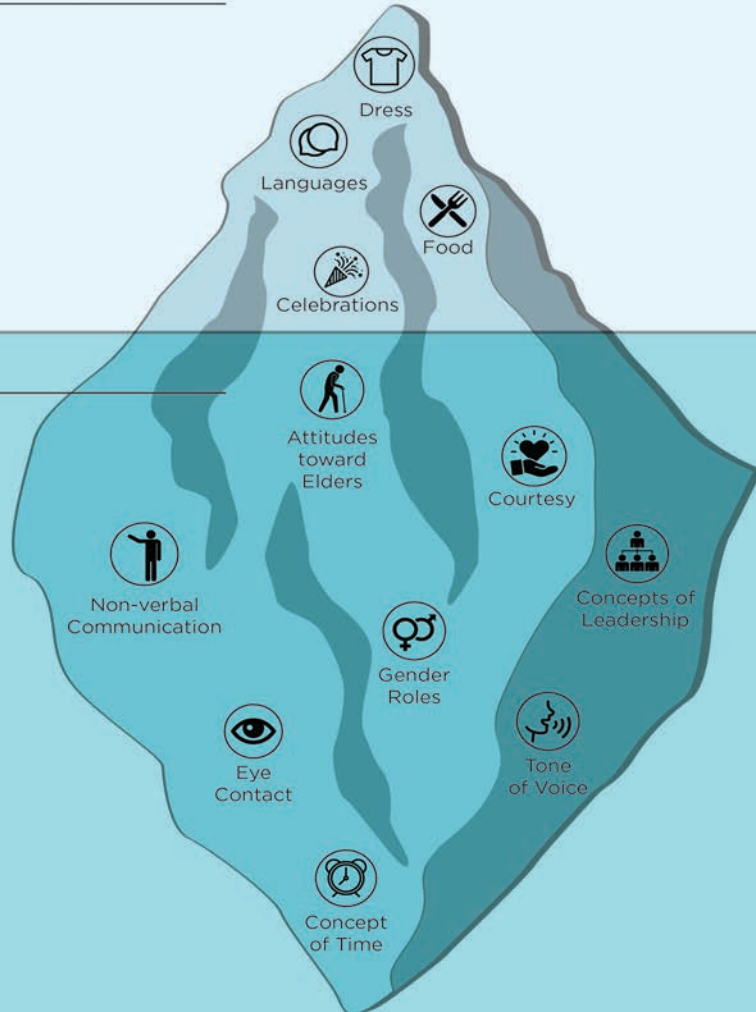


# Iceberg Concept of Culture

Similar to an iceberg, a majority of culture lies below the surface.

## Surface Culture

*What we see*



## Deep Culture

*Harder to see and understand*

# Thank You!

Questions and comments  
are welcome.

Visit our booth in the Exhibit Hall  
to talk more or explore our Foundations  
of Cultural Competency blog at

[106group.com/the-foundations-of-cultural-competency/](http://106group.com/the-foundations-of-cultural-competency/)