

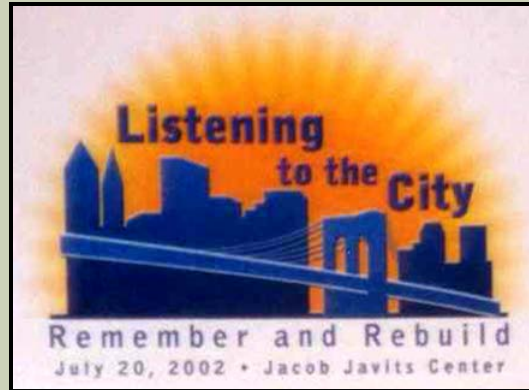
*How to . . .
Effectively Advocate and
Engage with Government*



Jennifer A. Lilley, AICP



INTRODUCTIONS



Community Meeting
Wednesday
November 16
6:00 P.M. - 9:00 P.M.

Location:
Santa Rosa, Vets Hall
1351 Maple Avenue
Santa Rosa, California 95404

For questions please contact:
Cindy Williams, Operations Manager
(707) 548-5403

Join us and share your ideas about the future of Animal Services in Sonoma County

We will be discussing:

- The attributes of a strong animal program.
- The needs and opportunities that exist.
- The challenges that are present.
- What you need most from animal care and control.

Citrus Heights Animal Care and Regulation Citizens' Advisory Committee (CAC)

Animal Services Report and Recommendations

Presented by:
City of Citrus Heights

Presented by:
Citrus Heights Animal Care and Regulation Citizens' Advisory Committee
and
Lilley

FULLERTON
College Connector Study
Connecting education with the heart of Fullerton.

california **speaks**
Working Together for Better Health Care

San Diego



**Make A Difference
In Your Community**

Mail back Census form by April 1st

Vision Plan for SAVI RANCH
Ensuring success for the next 30 years and beyond.

PURPOSE

- What kind of meeting is it?
- Make sure everyone knows.
- Make sure everyone agrees.
- Keep your purpose consistent.



PURPOSE

- Managing expectations increases chance of success.
- Setting expectations and sticking to them manages nerves and emotions.
- Understanding outcomes sets tone for the process.
- Communicating the outcome desired maintains expectations.



PARTICIPANTS

- What is the history?
- Who should be in the room?
- Who will be in the room?
- Why are they coming?
- Who is in charge?
- What will their role be?

PARTICIPANTS

- Understand and/or clarify roles?
 - Staff
 - Decision Makers
 - Other Representations – developers, specialists
 - Public
 - Observers
 - Media

PROCESS: MEETING TOOLBOX

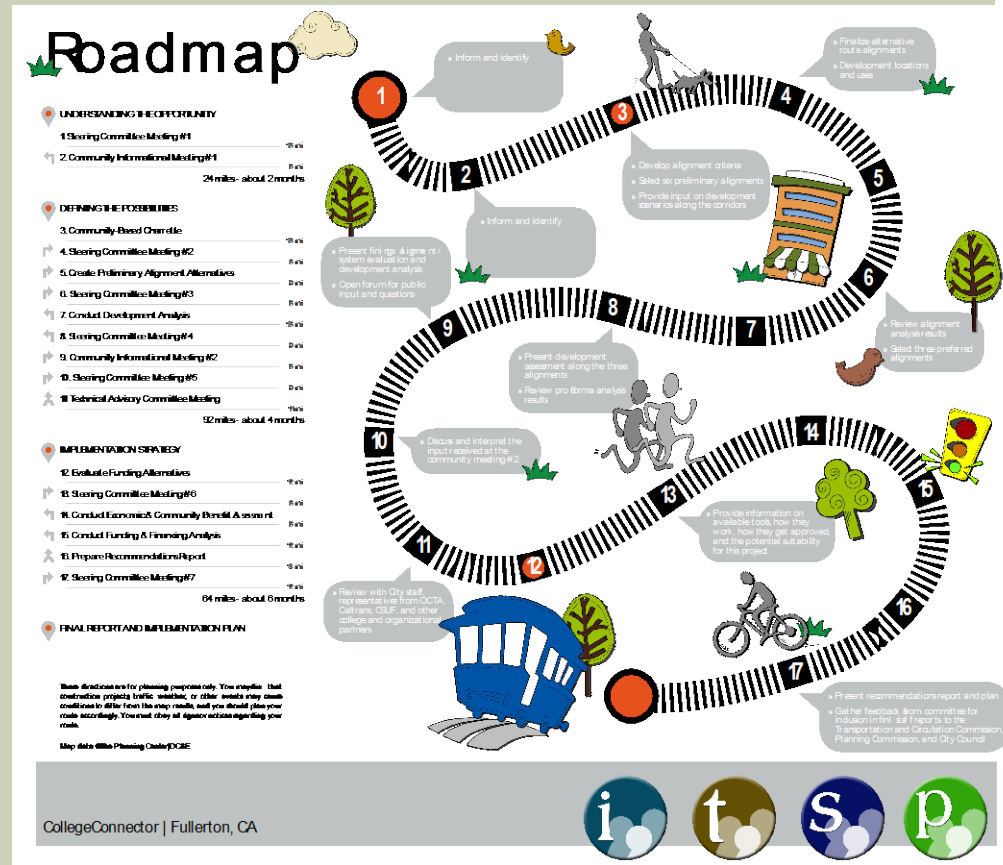
- How to get the right people to the meeting.
- Choosing the right location.
- Making everyone feel welcome.
- Presenting the information.
- Getting information from participants

PROCESS: PREPARE AN AGENDA

- Welcome
- Purpose
- Start and End Time
- Overview
- Specific Presentation
- Interaction?
- Breaks?
- Next steps?
- Guidelines
- Contact

MEETING MANAGEMENT - PROCESS

- Don't leave people hanging.
- Make it clear from the beginning
- Check in along the way.
- If something changes explain the change.
- Give times, responsible person and how to stay involved information early and often.



FACILITATION 101

- Objective expert in the process.
- Not a participant.
- Set the ground rules and stick to them.
- Your job, if done right, reduces the group's need for you.
- Avoid letting a few dominate.
- Gather input
- You must stay in control of the meeting. Avoid hijacking.

COMMUNICATING YOUR POINT

- Understand your nerves.
- Stay on target.
- Plan for the unexpected.
- Stay energized.

SPEAKING TIPS

- Use familiar language.
- Maintain eye contact - this means when presenting material too.
- Be aware of audience facial cues.
- Enlist help
- Use cheats.

SPEAKER MANAGEMENT TECHNIQUES

- **Stacking** – identify the speakers so they know when they will be able to share.
- **Card Storming** – have speakers write ideas down on cards and have an objective third person read all comments out loud, avoids emotion or directed communication
- **Pass the ball** - moving past accusations or personal attacks.
- **Ask speaker to turn their questions into a comment, avoids passive aggressive tactics**
- **Others?**

MANAGE RESULTS

- Brainstorming
- Evaluation
- Ranking
- Strengths Weaknesses Opportunities Threats
- NOSTUESO - poker chips, tokens, once around
- (No one speaks twice until everyone speaks once)
- Degrees of Agreement

KEYS TO SUCCESS

- What is your Goal – remember what you want/need and don't get distracted by the details
- Move the conversation forward – staying stuck in the past will keep you away from your goal
- Get out of the trenches – someone has to take the first step forward
- Wave the white flag – what are you willing to give in on
- Accept the white flag – what are you willing to accept
- Seek to understand as much as you seek to be understood

Questions

