

# **Facilitator Instructions**

## COMMUNITY CONVERSATIONS

March 31, April 1, 2, 2014

PREPARED BY

planning NEXT

[www.planning-next.com](http://www.planning-next.com)

**ENVISION**  
JEFFERSON COUNTY  

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**shaping our future together**



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This document contains instructions necessary for facilitating the small group work portion of the Community Conversations. The small group work will focus on 1) **issue identification** and 2) **generating ideas** to make Jefferson County an even better place to live, work, and raise a family.

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### COMMUNITY CONVERSATIONS SCHEDULE

The Community Conversations will be held on multiple dates:

March 31<sup>st</sup>  
7:00-9:00pm  
Madison High School Cafeteria

April 1<sup>st</sup>  
7:00-9:00pm  
Southwestern High School Library

April 2<sup>nd</sup>  
7:00-9:00pm  
Madison Brown Gymnasium

\*All workshops have the same format and content\*

The city is committed to an open and inclusive process. Any resident that cares about the future of Jefferson County will be able to participate and contribute their ideas and insight.

For more information visit:

[www.envisionjeffersoncounty.org](http://www.envisionjeffersoncounty.org)

or call Kyle May, at 614-586-1500 ext. 204

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# 1. Introduction

## The Process

The instructions contained in this document are for conducting the Community Conversations that will inform the vision and action plan for Jefferson County. Even if you are familiar with facilitation techniques, you should become thoroughly acquainted with the steps in this document, which have been specifically designed for this process. Please read these instructions carefully and familiarize yourself with them. This will ensure the work produced by your group is consistent with other groups.

The Community Conversations are the first phase of public input for ENVISION Jefferson County. They are intended to provide an opportunity for the community to share their ideas and other input about the future of Jefferson County.

Participants will work in small groups and address several questions. Each small group will ideally have seven to nine participants to ensure everyone can actively participate.

## Facilitator Responsibilities

As a facilitator, it is your responsibility to:

- Record the work of your group faithfully;
- Remain neutral;
- Ensure the process goes smoothly;
- Keep participants focused on the task at hand; and
- Keep track of time.

It is important to stay on schedule and not exceed the time allotted for each activity. However, if you find that you have finished an activity in less than the allotted time, feel free to move on to the next activity.

Remember, you are not at the workshop to contribute ideas. You must not discuss or criticize the ideas that are given to you.

## Notes

In the margins of these instructions, there are notes to facilitators, illustrations, and brief reminders on important aspects of the process. Feel free to make any additional notes to yourself in the margin. Throughout the instructions, scripts are provided in large, italicized text. For example:

Remember, you are not at the workshop to contribute ideas. You must not discuss or criticize the ideas that are given to you.

*“Welcome to the Community Conversations for ENVISION Jefferson County.”*

Facilitators are encouraged to read the scripts verbatim whenever possible.



# 2. Preparation

## Upon arrival

1. Arrive 30 minutes before the start of the workshop.
2. Report to the facilitator registration table to check in and get your group number/table assignment.
3. Pick up your supply bag at the registration table. Your supplies should include the following items:
  - Several sheets of flip-chart paper
  - Water-based markers ( three different colors)
  - Sticky dots (10 sheets of 3 stickers each)
  - Golf pencils (10)
  - Headline exercise cards (10)
  - One number sign for your table
  - Participant Packets (10)
4. Set up your table assigned to you as follows:
  - Make sure there are eight chairs arranged around the table, place table number sign in the middle of the table.
  - Place one participant packet at each seat (keep extras in your supply bag). Place one pencil at each seat (keep extras in your supply bag).
5. Prepare the flip-chart paper by filling in your name as table leader, record the table number and write the date of the workshop. (see flip chart paper set up to the right)

Arrive at least 30 minutes before the start of the workshop.

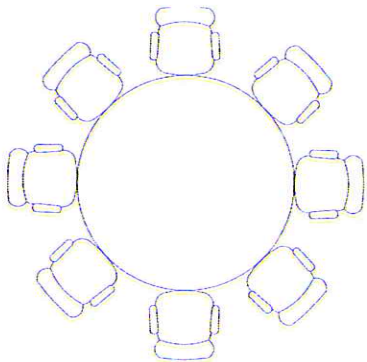


Table diagram

Prepare table recorder sheet

1. Record your table number
2. Record your name at the top as the table leader
3. Record the date of the workshop
4. Draw a line down the center of the paper and write "issues" on the left side and "Ideas" on the right.

Table #: 1	Joe Jefferson	March 31
<b>Issues</b>		<b>Ideas</b>

## 3. Workshop Agenda

1. Opening Remarks & Welcome	Steering Committee	7:00
2. Headline Exercise	All	7:10
<ul style="list-style-type: none"> <li>What is the headline for Jefferson County in 20 years?</li> </ul>		
3. Setting The Stage	Lead Facilitator	7:20
<ul style="list-style-type: none"> <li>Why are we here?</li> <li>What is a vision plan?</li> <li>What is the next step?</li> </ul>		
4. Small Group Work	All	7:40
<ul style="list-style-type: none"> <li>Defining the issues</li> <li>Brainstorming the BIG ideas</li> </ul>		
5. Reporting	Lead Facilitator	8:40
6. Next Steps and Adjourn	Steering Committee	8:55

### During the Assembly

For the first portion of the Community Conversations, participants will receive a brief welcome and orientation on the program. The assembly period will last approximately 40 minutes. At the end of the assembly period, the small group work will begin.

#### FACILITATOR'S ROLE

- There is no specific facilitator role during the assembly portion. If there are not enough participants assigned to your group, they may be reassigned to another group to achieve a critical mass at each table.
- If you don't have a table, please join participants in the activities if you wish.

Note: If you do not have a group, return your materials to the facilitator registration table. You can then join a small group as a participant, or assist another facilitator.

## 4. Facilitator Instructions

### Introductions (5 minutes)

1. Introduce yourself and ask the participants to introduce themselves.

*“Welcome to the Community Conversations for Jefferson County. My name is \_\_\_\_\_ and I will be your facilitator. My role is to make our work go as smoothly as possible. Thank you for coming.”*

*“Your participation here and the ideas we come up with are the key to building a better future for our community. I’m confident that each of you has important insights to offer.”*

*“Let’s go around the group and briefly introduce ourselves. Please say your name and how long you’ve lived in the area (or where). I’ll begin...”*

2. After the introductions are completed, briefly explain the process you will be using to solicit ideas. You’ll be reinforcing the general instructions provided by the meeting facilitator during the assembly. Refer participants to the agenda in their participant packet.

*“The purpose of this workshop is to collect your ideas about the future of Jefferson County. All of your ideas are very important, and the results of our work this evening will be used as the project moves forward.”*



*“Tonight’s small group will focus on defining the issues and brainstorming the BIG ideas for the future of Jefferson County.”*

### **Activity 1: Defining the issues (30 minutes)**

1. Engage the group in a discussion about the issues in Jefferson County that this planning process should address.
2. People may use their handouts to jot down their own ideas, but all ideas need to be recorded on the table sheet. Explain that their notes will not be collected.

#### **STEP ONE: ACTIVITY #1**

*“We are here to think about the future of Jefferson County.”*

*“I would like you to relax... close your eyes if you feel like it... and think about your neighborhood, and the larger community. What is going well? ... What is not? ... What are the issues? ... What are the challenges? ... What do we need to address to make this community even better than it is today? ...”*

Take your time while reading this portion of the script. Use the ellipses (...) to pause for a moment between thoughts.

*“Please take three or four minutes and silently write down your thoughts to the following question (you can use the back of your agenda):”*

*“What do you think are the major issues in the Jefferson County that this planning process should address?”*

[REPEAT THE QUESTION ONE TIME]

Give everyone a chance to share their thoughts and record all on the “issues” side of the table recorder sheets.

- You should collect one issue at a time in a “round-robin” format.
- The participants can pass at any time.
- Use two colored markers, alternating colors between issues, so that each idea is easily read.

As you record, please keep the following in mind:

- You and your group are not trying to solve the issues at this time.
- You are trying to collect as many issues as possible

Timing: 20 minutes

#### STEP TWO: ACTIVITY #1

*“Take a couple of minutes to read and reflect on all the issues written here on the table recorder sheet. What three issues do you think are the most important?”*

*“I am going to provide you with three sticky dots. I would like you to identify what you believe to be the three most important issues we need to address to make Jefferson County better. Put your dots as close to the issues as possible”*

After everyone has identified their top three issues, tally up the dots and write the number of dots next to each issue.

Write a large #1 next to the issue receiving the most votes, write a #2 next to the issue receiving the second most votes, continue this for the top five issues.

Timing: 10 minutes

**Activity 2: Brainstorming the BIG ideas (30 minutes)**

1. Engage the group in a discussion about ideas relative to the priority issues on the left hand side of the sheet.
2. People may use their handouts to jot down their own ideas, but all ideas need to be recorded on the table sheet. Explain that their notes will not be collected.

**STEP ONE: ACTIVITY #2**

*“Now we are going to brainstorm about the top issues we have identified in the previous activity.”*

*“Please take 3-4 minutes to silently generate ideas about any of the top 5 issues that you feel strongly about, then we will go around the group and share one at a time.”*

While the group is silently thinking, transfer the top five issues, based on group dot voting, from the left hand side of the paper to the right hand side of the paper, leaving room in between to record the ideas below.

Collect ideas on the top five issues identified as part of activity #1.

- Like the issues brainstorm, you should collect one idea at a time in a “round-robin” format.
- The participants can pass at any time.
- Use two colored markers, alternating colors between ideas, so that each idea is easily read.

Timing: 30 minutes

**IDEAS**

Issue #1: This is an example

- Idea 1
- Idea 2
- Idea 3

Issue #2: This is an example

- Idea 1
- Idea 2
- Idea 3

Issue #3: This is an example

- Idea 1
- Idea 2
- Idea 3

Issue #4: This is an example

- Idea 1
- Idea 2
- Idea 3

Issue #5: This is an example

- Idea 1
- Idea 2
- Idea 3

As you record, please keep the following in mind:

- This is a brainstorming exercise and you are trying to elicit creative approaches to the issues.
- You and your group do not need to determine feasibility for any idea.
- Be sure to space top issues so that there is adequate room for idea responses.

## **Workshop wrap-up**

At the conclusion of the workshop please be sure to:

1. Collect the colored exit questionnaire sheets from each participant, place in middle of the table.
2. Place table recorder sheet in middle of the table.
3. Collect the pencils and other unused materials and return to your supply bag.
4. Leave all materials and recording sheets on your group's table.
5. Throw away all trash, recycle all used paper.

**Thank you!**

**Your participation is critical to the future of Jefferson County!**



## 5. About ENVISION Jefferson County

### What is a vision and action plan?

A vision is a community based strategic planning effort in which citizens and leaders work together to identify a common agenda encompassing all aspects of community life. This agenda includes priority actions—policies, projects or programs—that are key to realizing the vision.

### Why is this being done?

There are many assets that can be better leveraged if there is a clear, collective direction. Similarly, there are a number of organizations, businesses and individuals working independently—in many cases—to make Jefferson County better. The vision and action plan has been initiated to harness the positive energy of the community.

### Who is in charge of the process?

The process will be community-driven and led by a 32 member steering committee. This group represents a cross-section of the community and includes representatives from civic organizations, institutions, large and small businesses and, of course, residents.

### Who is on the steering committee? How were they chosen?

The steering committee represents diverse interests of the County and was created from an open nomination process from those expressing interest and formally applying.

### What will the steering committee do?

The steering committee will guide the planning process from start to finish, including preparing recommendations based on community input and technical analysis.

What is the most important thing I can do to help?

The most important thing you can do is get involved in the planning process by volunteering to help spread the word about the process. (An outreach committee will be formed.) Of course, you should also attend the public events. These events will be widely publicized in local media. Questions may be addressed to Jamie Greene at [Jamie@planning-next.com](mailto:Jamie@planning-next.com) or 614/586-1500.

**How can I get involved?**

The process includes several large community meetings where the public will be asked to shape the vision and plan. In preparing for these meetings a number of volunteers are needed for outreach and publicity. If you would like to become involved in helping please contact Kyle May via email at [kyle@planning-next.com](mailto:kyle@planning-next.com) or phone at 614/586-1500. Otherwise, please attend the community meetings and invite your friends.

**Who is facilitating the process?**

planning NEXT is a consulting firm from Columbus, Ohio hired to facilitate the process. They have worked in a number of communities in Indiana on similar projects, including the Muncie Action Plan. The firm has more than 20 years of experience helping communities craft a common vision and define a clear path forward.

**How long will it take?**

The planning process is expected to last between 8 to 10 months, with final recommendations ready in September 2014. Implementation will be ongoing.

**How is this different than a comprehensive plan?**

The vision and action plan are more strategic than a typical comprehensive plan. A comprehensive plan would address physical issues like land use, development and location of infrastructure in greater detail. The vision and action plan can lay significant ground work for this type of planning process.

**Who is paying for the plan?**

A group of local business leaders have provided the initial funding to launch the process. This is recognition that the communities—like businesses—need a plan to have any chance of being successful.

**How is the Jefferson County Industrial Development Corporation (JCIDC) involved?**

The JCIDC is serving as the fiscal agent for the consultant contract and will provide basic coordination support.