



Introduction to Public Engagement

A free 6 week course for public servants

ABOUT THE COURSE

More and more, actively involving citizens in government processes is being seen as a critical part of sound, democratic decision-making, policy development and project evaluation.

Public engagement is one important way to facilitate effective citizen participation. Engagement can help to heighten government responsiveness, strengthen trust in public institutions, and give a voice to those who have historically been left out of public decision-making.

Through **14 short reads, resources and activities**, this course offers public servants a grounding in public engagement so that they can better understand how to apply it to their work. The course would certainly also inspire public servants already working in the field to try new approaches to working directly with their communities.



Click here to listen to a 5-minute audio clip diving in to some key themes of this course on Public Engagement, including discussion highlights from two previous Apolitical learners.



UPCOMING COURSE DATES

Next Course Dates:
Monday 6 September –
Friday 15 October 2021

Registration Deadline:
Friday 27th August 2021

COURSE STRUCTURE

- **5 hours learning time over 5 weeks** (picked at the participants' personal convenience)
- **Four written modules**, delivered via participants' inboxes and Apolitical's interactive platform
- Includes both an **interactive, live kick-off and networking event** and **one other live online class** (recordings will be available for those who can't attend)

COURSE OBJECTIVES

By the end of this course you'll be able to:

1. Understand key ideas and debates about public engagement
2. Differentiate between different approaches and methods for public engagement
3. Identify ways that an engagement initiative can be more equitable and inclusive
4. Advocate for public engagement in your team or organisation

WHO IS THE COURSE FOR?

This course is for any public servant wishing to get a grounding in key principles and methods for effective public engagement.

WHO YOU'LL LEARN FROM

Apolitical is a global learning platform for governments and **Public Agenda** is a nonpartisan research and public engagement organisation dedicated to strengthening democracy and expanding opportunity for all.



COURSE SYLLABUS OUTLINE

1 Introduction: Why is public engagement important?	<ul style="list-style-type: none">i. What is public engagement?ii. Is public engagement the best way to restore public trust?iii. Reflect on public engagement	In Section 1, you will learn some of the fundamentals of public engagement. You will consider what it means to engage the public and how this can be beneficial both to governments and the communities they serve. You will hear about what makes an engagement effort successful and consider some of the main challenges to look out for.
2 Methods and approaches	<ul style="list-style-type: none">i. Setting engagement goalsii. Methods and formats for public engagementiii. Public engagement in LA and Paris: two approaches with the same goaliv. Analyse a public engagement initiative	In Section 2, you will explore the wide range of methods and approaches that there are in the world of engagement and think more deeply about the many reasons and motivations governments and the people they serve might have to collaborate.
3 Inclusive and equitable participation	<ul style="list-style-type: none">i. Diverse, inclusive and equitable engagementii. Recruitment and organisingiii. Talking to the publiciv. Facilitate a conversation	This section focuses on the importance of inclusion and representation. You will learn about equitable and inclusive engagement, including how to effectively engage different members of the public and bring their perspectives into decision-making processes in a meaningful way.
4 Advocating for public engagement	<ul style="list-style-type: none">i. Public engagement & your organisationii. Advocating for public engagementiii. Measuring the impact of public engagementiv. Course summary	In this final section, you will learn how to advocate for public engagement in order to get buy-in from internal and external stakeholders.

If you have any questions on the course, please email
concierge@apolitical.co

REGISTER HERE



*Please register if you would like to take part in the course – the course is open to public servants from all over the world.
Note that as we have limited seats, we will be allocating seats on a first come first serve basis.*