



Going Beyond Surveys for Feedback

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Agenda / Learning Objectives



- Learn the value of community engagement to build and improve programming, specifically including the views of those with lived experiences
- Learn specific tools to collect feedback, beyond surveys
- Learn an overview of skills needed to implement the tools
- Space to share and learn from each other.



Community Engagement to Build and Improve Sustainable Programming

How can we create sustainable change?



While there is no exclusive authority, a number of researchers embody the philosophy that having individuals with connections, resources, and experience in the development of a program can lead to sustainable change.

- Change can come from within
- Change can be prompted from the outside
- Change can be both from within and from the outside

Sustainable & Effective Programs



We must ask:

INFLUENCERS

Who do we need?

How do we get them to the conversation?

- Stakeholders/Advocates
- Champions/Allies
- Prime Movers

Needs and Offerings



We should consider both the needs and offerings of our communities, and our organizations.

Needs of Community



We must ask ourselves, *Who determines the needs of the Community?*

Offerings – In Your Community



Effective partnerships and programs can enhance and support resources already alive in the community. Once you know your communities current offerings, ask yourself:

What does your program / offering bring to enhance the change sought?

Your Organization – consider your:



Needs:

- *Core Values*
- *Mission Statement*
- *Strategic Planning*

Offerings:

- *Programs*
- *Resources*



Tools to Use in Community Engagement, Beyond Surveys

Tools to go Beyond Surveys



- Interviews
- Town Halls / Public Forums
- Focus Groups
- World Cafés
- Listening Session



Interviews

Interviews

- Conversation with a purpose
- Face-to-face / phone / virtual



Interviews



Benefits

- meaningful feedback from a current or past program participant
- Could lead to long-term relationships with past participants

Barriers/Concerns

- Cost prohibitive
- Capacity
- Skills of interviewers
- Intimidating questions
- Two-in-one question
- Complex questions
- Question order

Interviews – Conducting Interviews

- Practice
- Small-talk
- Be natural
- Listen
- Keep your goals in mind
- Respect



Interviews – Summary



- Determine what you want
- Discuss possible questions
- Draft questions
- Decide on interviewee
- Train your interviewers
- Contact interviewees
- Make appointments
- Analyze the data



Town Halls / Public Forums

Reference: Community Toolbox

Town Halls / Public Forums



- Well-publicized public meetings.
- Citizens discuss important issues.
- Facilitated discussion.
- Transcript of discussion used for subsequent planning.
- Give people of diverse backgrounds a chance to express their views.
- Are a first step toward understanding the community's needs and resources.

Town Halls / Public Forums – Why use them?



- They offer valuable insights into the community.
- They provide a database for guiding and explaining actions.
- They help link your group with people who can help.
- They provide feedback.

Town Halls / Public Forums – Considerations



- A meeting place.
- Community members.
- Easel/newsprint/markers.
- Facilitator.
- Recorder.
- Willingness to listen carefully.

Town Halls / Public Forums – Organizing



- Use an easy-to-find, accessible public location.
- Hold it in the evening.
- Publicize widely.
- Recruit diverse community members to attend.
- Provide transportation.
- Serve light refreshments.

Town Halls / Public Forums – Organizing Cont.’



- Allow time for such topics as:
- Issues and concerns
 - Barriers and resistance
 - community resources
 - Recommended solutions
 - Record discussion.
 - Conclude with a summary and plan of action.
 - Prepare a summary to mail to participants.



Focus Groups

Reference: Community Toolbox

Focus Groups



A focus group is a

- small group discussion
- guided by a trained leader,
- used to learn more about opinions on a designated topic, and then
- guide future action.

Focus Groups – How are they different than other group discussions?



- They are focused on a specific topic.
- They have a trained facilitator.
- Members of the group are encouraged to talk openly about their opinions and respond to other members.

Focus Groups – When to use them:



- When considering introducing a new program or service.
- When investigating specific issues relating to the improvement of an existing program or service.
- When you want to ask questions that can't easily be asked or answered in a written survey.

Focus Groups – How to Prepare:



- Recheck your goals
- Find a good facilitator
- Find a recorder
- Decide who should be invited
- Decide about incentives
- Decide on the meeting particulars.
- Prepare your questions.
- Recruit your members.
- Review the arrangements.

Focus Groups – How to Conduct:



- Thank people for coming.
- Review the group's purpose and goals.
- Explain how the meeting will proceed and how members can contribute.
- Set the tone by asking an opening question and making sure all opinions on that question are heard.
- Ask further questions in the same general manner.

Focus Groups – How to Conduct Cont.’:



- When all your questions have been asked, ask if anyone has any other comments to make.
- Tell the group about any next steps that will occur and what they can expect to happen now.
- Thank the group for coming!

Focus Groups – After/Follow-Up:



- Make a transcript or written summary of the meeting.
- Examine the data for patterns, themes, new questions, and conclusions.
- Share the results with the group.
- Use the results.



World Café

Reference: The World Café Method

World Café



- “A powerful social technology for engaging people in conversations that matter.”
- “More than a method, a process, or technique – it’s a way of thinking and being together sourced in philosophy of conversational leadership.”

Source – www.theworldcafe.com

Conversational Leadership: Creating Architectures for Engagement Across All Levels of System



— Innovative Leadership and Capacity Development —>

World Café



- Uses seven design principles
- Plus
- A simple method

*It is a simple, effective, and flexible format
for hosting large group dialogue.*

World Café – Design Principles



1. Set the Context
2. Create Hospitable Space
3. Explore Questions that Matter
4. Encourage Everyone's Contribution
5. Connect Diverse Perspectives
6. Listen Together for Patterns and Insights
7. Share Collective Discoveries

World Café – Process

1. Setting
2. Welcome and Introduction
3. Small-Group Rounds
4. Questions
5. Harvest





Listening Sessions

Reference: National Association for Community Mediation

Listening Sessions



Three sessions:

1. Stakeholders / Allies
2. Service Providers
3. Joint Session



Skills Needed to Implement the Tools

Skills Needed to Implement the Tools

- Facilitation Skills
- Recording / Capturing





Facilitation Skills

Facilitation Skills



- We use *facilitation skills* to guide and direct key parts of our work.
- A *facilitator* is someone who helps a group meet their goals.

Facilitation Skills – Principles



- Draw out opinions and ideas
- Focus on HOW, WHAT
- Never take sides

Facilitation Skills – Encourage Participation



- Check comfort level.
- Allow all ideas to be heard.
- Make members feel good about their contributions.
- Ideas and decisions should be group nominated.
- Be Supportive.

Facilitation Skills – Good facilitators



- Understanding goals
- Keeping the group and the agenda moving forward
- Involving everyone
- Decisions are made democratically
- Plan a good, supportive process

Facilitation Skills – Consider Ground Rules



- One person at a time
 - Raise your hand
 - Listen to others
 - No mocking or attacking
 - Be on time
 - Respect each other
- TIP: Have the group create the ground rules for more buy-in.

Facilitation Skills – Facilitating the Process:



- Start on time
- Welcome, thank everyone
- Make introductions
- Review agenda, objectives, and ground rules
- Encourage participation
- Stick to the agenda
- Seek commitments
- Bring closure to each item
- Summarize results and follow-ups

Facilitation Skills – Types of Disrupters:

- Individual domination
- Intimidation
- Tension
- Someone expressing doubts
- Side conversations



Facilitation Skills – Preventing Disruptions:

- Get agreement early
- Listen and show respect
- Learn expectations
- Stay cool



Facilitation Skills – Do's



- Model the behavior and attitudes you want group members to employ.
- Use encouraging body language and tone of voice, as well as words.
- Give positive feedback for joining the discussion.
- Be aware of people's reactions and feelings, and try to respond appropriately.

Facilitation Skills – Do's



- Ask open-ended questions.
- Control your own biases.
- Encourage disagreement, and help the group use it creatively.
- Be a recorder if necessary.
- Keep your mouth shut as much as possible.

Facilitation Skills – Don'ts



- Don't let one or a small group of individuals dominate the discussion.
- Don't let one point of view override others.
- Don't assume that anyone holds particular opinions or positions because of his culture, background, race, personal style, etc.

Facilitation Skills – Don'ts



- By the same token, don't assume that someone from a particular culture, race, or background speaks for everyone else from that situation.
- Don't be the font of all wisdom.



Recording / Capturing

Recording / Capturing – Why?



- Let people know they've been heard.
- Provide a historical record.
- Provide information to people who were not there.
- Help keep everyone on track.
- TIP: Ensure everyone knows what is being recorded and what will be done with the information.

Recording / Capturing – Options



- Not record the meeting.
- Written notes or minutes.
- Tape -- audio or video.
- Record key points visibly.

Recording / Capturing – When to record?



- When is recording less necessary?
- Conditions favoring written notes
- Conditions favoring taping
- Conditions favoring visible recording

Advantages of visible recording:

- People are less likely to repeat themselves
- Provides a visible running record.
- Helps with brainstorming.

Recording / Capturing – Who should record?

- Experience recording.
- Knowledge of group affairs.
- Clear handwriting.
- The ability to work with the facilitator.



Recording / Capturing – Can the facilitator record?



They can if:

- The material is simple.
- The discussion is slow.
- No skilled recorder is available.

Recording / Capturing – How to record?



- Have the proper tools.
- Work effectively with the group.
- Deciding what to record.
- Recording most effectively.



Use these tools to determine the most effective and realistic overlap of Offerings & Need to build or improve your programming.



Thank you!

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Dispute Resolution Institute's (DRI) mission is to help people in conflict find common ground, resolve disputes, and reach agreement.

Dispute Resolution Institute, Inc. - "Helping people find common ground."