

# COMMUNITY ENGAGEMENT: TRENDS, CHALLENGES, & IDEAS

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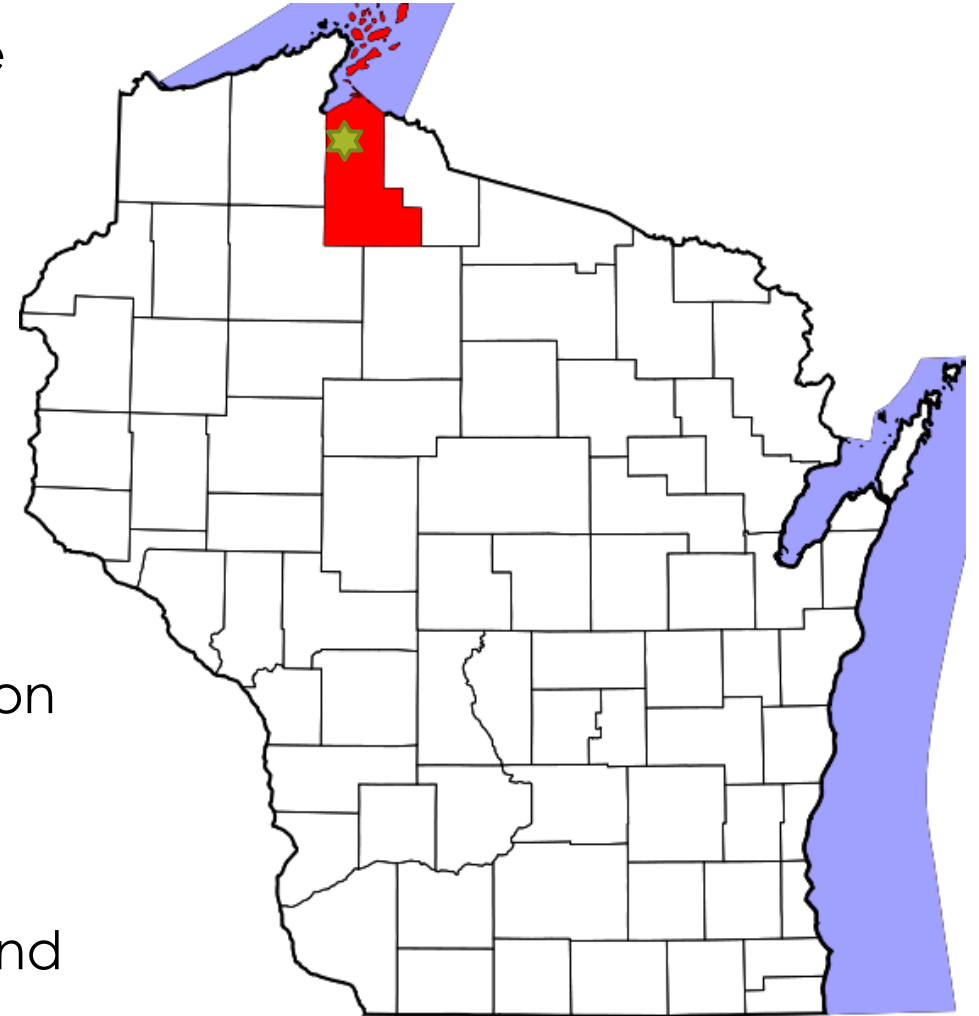
Brad Gingras



[Superiorstrategies.org](http://Superiorstrategies.org)

# Brad, in a nutshell...

- 25+ years of leadership, supervision, mentoring, and coaching all ages throughout the workforce
- 15+ years of executive leadership in non-profit, workforce development and healthcare education
- The Executive Director of Northwest Wisconsin Area Health Education Center (NWAHEC)
- Owner of Superior Strategies, LLC providing leadership training, team development, facilitation and strategy
- A curious dude who is always thinking about approaches, leadership, attitudes, psychology and changes within the workforce and society and how teams can work in harmony.



# Community Engagement



# Community Engagement Challenges:

To name a few:

- Limited resources:
  - Funding and/or staffing to focus on events or engagement
- Geographical barriers within rural areas:
  - The spread-out nature of rural communities can create a 'silo'ed' effect
- Economic challenges of the community and/or residents
- Lack of creative initiatives
- **Cultural & generational differences**
- **Lack of awareness**
- **POLITICAL and SOCIAL MISTRUST**
- **The decline of physical social interacting**

# Cultural and Demographic Differences

BG / AG

before

after

Google

Google

# The Decline of Social Interactions

From 2003 to 2022, American adults reduced their average hours of face to face socializing by about 30%. For unmarried Americans, the decline is even sharper, more than 35%. For teenagers, the reduction is just shy of 50%!

Source: Institute for Public Knowledge, New York University

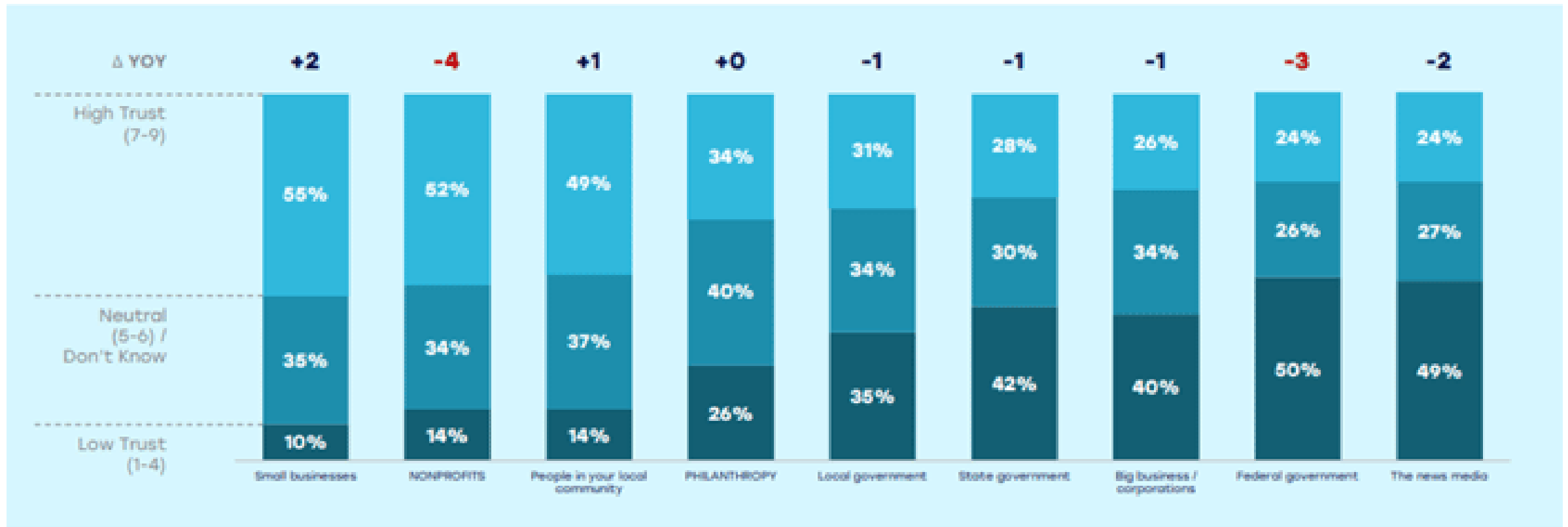
**We are balancing our TIME between the digital world and physical world!**



# We have trust issues!

Question: How much do you trust the following institutions to do what is right?

Source: Chronicle of Philanthropy, 2023



Q80: How much do you trust the following institutions to do what is right?  
Total Base Size n=3,000



commitment

sincerity

reliability

**Trust**

integrity

competence

consistency














































# FACT!

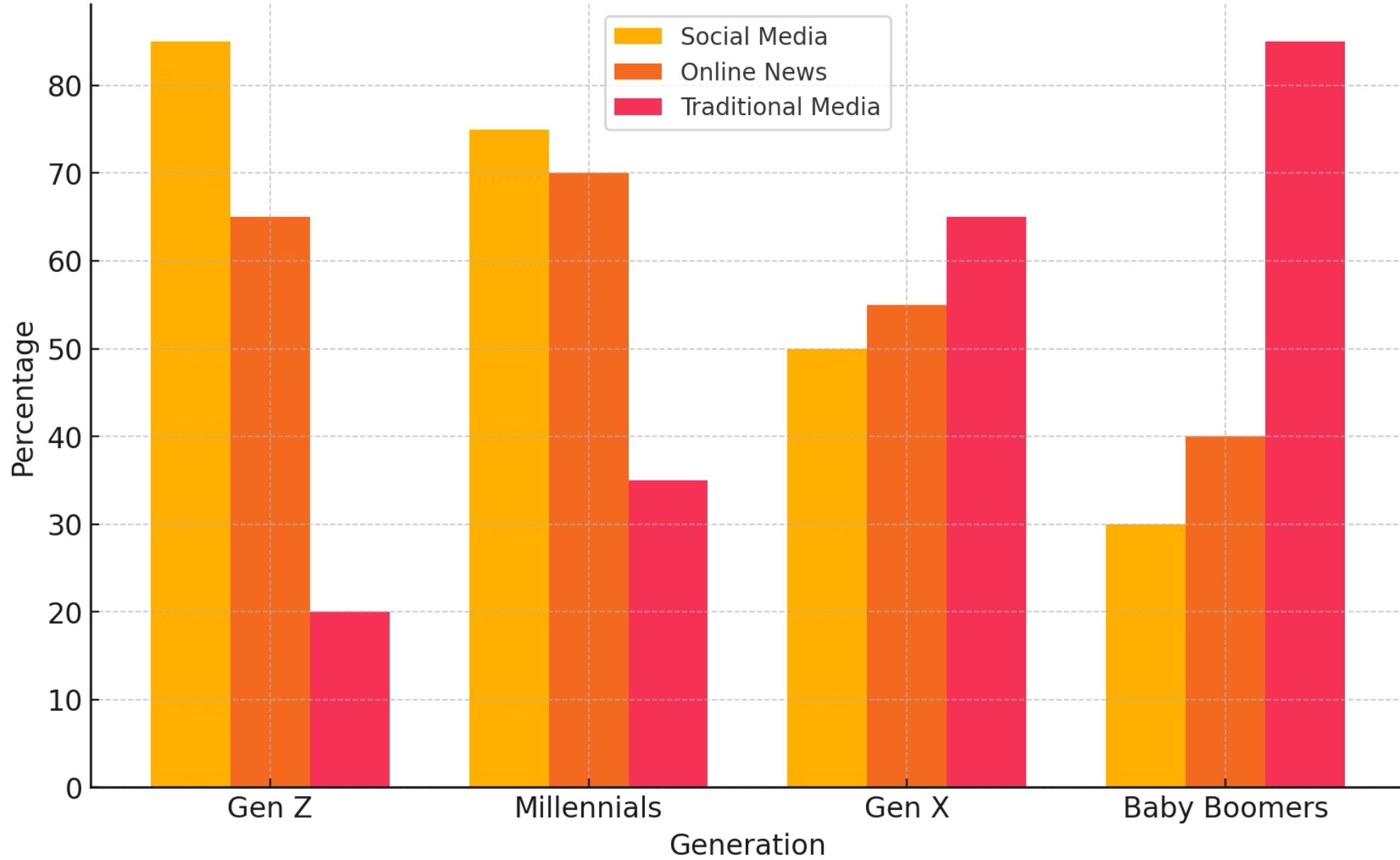
Communication & trust is closely linked! The less communication often leads to more mistrust, while conversely the more communication, can lead to higher levels of trust. Try it!

**TRANSPARENCY HAS BECOME AN EXPECTATION**

## COMMUNICATION PREFERENCES BY AGE

	55+	40-55	25-40	UNDER 25
			 *	 *
				
				
  				
  				
 				
   				

# Information Sources by Generation





What are we going to do about it?



**We cannot continue  
doing the same thing and  
expect different results.**

Otto Perez Molina

# Creativity & Change:

## To change the culture, change the norms

- Think creatively and innovatively with inclusivity in mind
  - Community budgeting: New York City
  - In person, virtual and mobile town hall meetings
  - Community advisory boards: beautification committees, urban & environmental planning
  - Community competitions: garden, decoration, cook-offs, music, tik-tok views, etc.
- Build trust and engagement through consistent communication of creative community highlights and progress with generational diversity in mind
- Use AI to overcome economic, communication, or creative barriers
- What is your unique or untapped niche?

# Examples: Horseradish Food Truck & Alley Cafe

A restaurant, music venue, store, Airbnb & total vibe in Princeton, Wisconsin (pop'n 1192).



# SIPP Culture

Using storytelling and local history to transform the community's approach to food sustainability by turning an abandoned building into a resource to bring local agriculture and food memories to the residents, Utica, Mississippi









# Brad Gingras

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