Public Engagement Issue Area Networks

Design Thinking Session | Workshop 1

December 13, 2013
(REPORT EXCERPTS)

OFFICE FOR PUBLIC ENGAGEMENT
UNIVERSITY OF MINNESOTA
INTRODUCTION
INTRODUCTION

University of Minnesota Office of Public Engagement Issue Area Networks (IANs)

The University of Minnesota Public Engagement Issue Area Networks is a University-wide initiative designed to strengthen the internal alignment of the various public engagement activities focused on a particular societal issue, but which are currently operating independently across various offices, units, and departments.

With more than 200 units that conduct community-engaged work across a broad range of topics, there are many opportunities for the University to play a greater leadership role in making substantial and significant impacts on important societal issues. Because societal issues are inherently complex and multifaceted, no one office, unit, or center alone can address them fully.

This Issue Area Networks initiative is intended to link and encourage synergy among existing engagement projects, partnerships, and activities in ways that can leverage greater collective action and overall impact. A primary goal of this initiative is to encourage the building of a more coordinated, systems approach to public and community engagement by networking existing community-engaged research, teaching, and public service efforts that are focused on large-scoped societal challenges and issues.

The Issue Area Networks are focused on key societal issues including: arts, economic development, youth & education, health, poverty, environment & sustainability, transportation, food, and diversity & inclusion. Any individual (or unit) affiliated with the University who is involved in community-engaged research, teaching, and/or public service/outreach work on the issue area is welcome to participate in the networks.

Design Thinking

Design Thinking is an emerging field applying the tools and processes from the design disciplines to complex, system-wide problems. It applies design processes to engage individuals and groups on specific creative problem solving, and changing the status quo by making systems change while having fun with human creativity!

Design Thinking @ College of Design is a collaborative that provides design thinking research and outreach services across sectors, including within the university. Our audacious goal is to unleash the creative potential of individuals and organizations across all sectors to innovate in fulfilling their mission at the local, regional, national and international level. We are located at University of Minnesota’s College of Design on the Twin Cities campus and can be found online at: dt.design.umn.edu.
INTRODUCTION

Public Engagement Issue Area Networks Design Thinking Series

The goal of the design thinking workshops is to continue to build the Issues Area Networks, as a next step to the meetings hosted by the Office for Public Engagement on the issue-focused themes with community-engaged faculty, staff, students, and others who are interested in taking action in shaping and advancing a University-wide agenda for each issue area.

The design thinking workshops offer a process/means and a space for creative synthesis and production by each IAN themed group to set goals based on needs and users and create their vision and work plan. The outcomes of the design thinking work over the three sessions are intended to accomplish goals of the initiative by networking existing research, teaching and public service efforts, setting the agenda for collective action and creating a design for assessing cumulative overall impact over the various individual engagement efforts.

The Public Engagement Issue Area Networks Design Thinking Series is composed of three sessions, which together, are intended to advance the building of a more aligned institutional approach to addressing challenging societal issues through community engagement.

The first session (December, 2013) focuses on “network building”. This session will engage participants in envisioning and designing what an internal public engagement “network” for each of the nine societal issue area might look like. The expectation is that each issue area network will be unique and look different.

The second session (February, 2014) focuses on “agenda building”. With the network conceptualized, what are the key issues, questions, and goals that each issue area network will address. The agenda for each area network will form the basis for funding support that will lead to the implementation of activities that will help the network achieve its identified goals and secure the network’s strength as an internally aligned collaborative composed of many units but all contributing to and working toward a common set of overarching goals.

The third session (April 2014) focuses on “action planning and implementation”. With the network conceptualized and the designs for each network’s goals designed, the third design thinking session address focuses on building a design for the community engagement activities, the internal alignment efforts, and other activities that will form the basis for action to move the agendas forward in ways that will achieve the network goals identified in session two. The action planning and implementation” work will identify specific steps that each network will take to move the network’s work forward. These action plans will be eligible for funding support.
INTRODUCTION

Office for Public Engagement Issue Area Networks (OPE IANs)

Issue Area Networks (IANs)
- ART
- DIVERSITY
- ECONOMIC DEVELOPMENT
- ENVIRONMENT
- FOOD
- HEALTH
- POVERTY
- TRANSPORTATION
- YOUTH & EDUCATION

Design Thinking
@COLLEGE OF DESIGN
UNIVERSITY OF MINNESOTA
PROTOTYPE PRESENTATIONS
TEAM 3: ECON DEV

PROTOTYPE 1 - The ‘Current’

Team members: Nancy Cook, Susan Engelmann, James De Sota, Joyce Hoeting, & Lauren Marsh

The prototype explains the current system as a confused, chaotic effort in economic development within public engagement. It is also not organized with the communication and has little identified impact.

Design Features
- Chaotic
-Disconnected
- Enclosed
- Hidden
- Beneficial (selectively)
- Segmented stakeholders
- Size and scope are varied
- Lack of communication
- Selected, tangled connections
TEAM 3: ECON DEV  PROTOTYPE 2 - Power surge in economic development

Team members: Nancy Cook, Susan Engelmann, James De Sota, Joyce Hoelting, & Lauren Marsh

This prototype explains how the clear communication leads to relationship building and collective impact - dreams realized, jobs created, security, opportunity and bridging generational divides. In this system, economic development at U of M is clearly defined and unified. It is also visibly impactful.

(For additional material generated by the team, see Appendix page 00-00)

Design Features
- Elevated visibility
- Efficiencies
- Transformative
- Accountability
- Anchor Networks
- Collective — more from individual to collective
- Output is clear
- Synergy
- Electric Conductivity
TEAM 3: ECON DEV

TEAM MEMBERS
Nancy Cook
Susan Engelmann
James De Sota
Joyce Hoelting
Lauren Marsh

We are economic development
The current is our network
Some areas are hidden, others are elevated
And there is some growing impact

Now we are slightly more organized
A central spiral of communication runs through
Do we need to understand economic development through money? Yes and No.
And what else is also happening because of it? It is so much more.

- Jennifer Hegland

TEAM NO: 3-ECON DEV
EMPATHY

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Public Engagement Issue Area Networks: Design Thinking Work Session 1
TEAM NO: 3 - ECON DEV

PROTOTYPE 1

CREATIVE TITLE:
'& The "current"

1-2 SENTENCE DESCRIPTION:
A confused, chaotic effort to "economic development" can actually be a lack of communication skills and effort to create a meaningful impact.

DESIGN FEATURES:
Chotic, Disconnected, Seemingly Random, Lack of Communication, Hidden, Complex, tangled connections.

PROTOTYPE 2

CREATIVE TITLE:
'Power Surge in Economic Development'

1-2 SENTENCE DESCRIPTION:
- Clear communication leads to relationship building and greater impact.
- Economic Development at RJM is clearly defined and implementable.

DESIGN FEATURES:
Elevated visibility, Efficiency, Transformative, Accountability, Anchor Networks, Collaborative - More-personalized, Collaborative, Output is clear, Sustainable, Electric Conductivity.
**I LIKE**
- Representation of university perception
- Collective impact!
- Spiral of communication — not top down
- Collective impact
- Communicate consistently
- Description and narrative by teams
- Creativity
- Current Ideas
- Funnel

**WHAT IF**
- Collective impact is quantified in a way that is easily understandable and fundable
- We used happiness or another non-monetary index of economic development
- This really works. Imagine! Cool
- Everyone come together around issues

**THIS MAKES ME THINK OF**
- The underlying objective of public engagement
- Common wealth idea
- University as a Business and University as sustainer of business and economic development
- Electricity, energy, a current
- Silos
- How to elevate/coordinate innovation? . . . May be improves creativity but stifles creativity

**I WISH**
- I knew more about the issue
- We could embed sustainability — or long term community health into this model
- Lines between impartial academic research and economic development to sustain it weren’t more and more blurred
- I knew more about the work going on @ U on Economic Development
- We were unified