Public Engagement Issue Area Networks

Design Thinking Session | Workshop 1
December 13, 2013
(REPORT EXCERPTS)

OFFICE FOR
PUBLIC ENGAGEMENT
UNIVERSITY OF MINNESOTA

Design Thinking
@ COLLEGE OF DESIGN
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-scaled 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

Issue Area Networks (IANs)

ART
DIVERSITY
ECONOMIC DEVELOPMENT
ENVIRONMENT
FOOD
HEALTH
POVERTY
TRANSPORTATION
YOUTH & EDUCATION

Office for Public Engagement Issue Area Networks (OPE IANs)

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Public Engagement Issue Area Networks: Design Thinking Work Session 1
PROTOTYPE PRESENTATIONS
TEAM 1: FOOD

PROTOTYPE 1 - Going Nowhere Fast

Team members: Kristine Igo, Greg Schweser, Nick Jordan, Katherine Waters, Amy Shanafelt, Kristen Mastel, & Brenda Slaughter

This prototype explains how the current networks are un-networked, engineering chaos both good and bad prevails in food production and health.

Design Features
- Dominant networks
- Internally focused
- Separate external links
- Space for unification exists but is chaotic and dysfunctional
TEAM 1: FOOD

PROTOTYPE 2 - Engineered Functional Interdependence

Team members: Kristine Igo, Greg Schweser, Nick Jordan, Katherine Waters, Amy Shanafelt, Kristen Mastel, & Brenda Slaughter

This prototype explains where internal networks create shared value and leverage each other's resources. Here, functional interdependency is "engineered".

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

Design Features
- Internal Networks "see" each other and operate together to form a whole
- Resources co-leverage of each network
TEAM 1: FOOD

TEAM MEMBERS
Kristine Igo
Greg Schweser
Nick Jordan
Katherine Waters
Amy Shanafelt
Kristen Mastel
Brenda Slaughter

We are the food group here - scattered, and currently going nowhere fast
CFANS, MN Food Drive, community partners, and extension
Dominant networks facing outward with various systems at the center
How can we increase our mindfulness around ways we consume every day without thinking?

Awareness of external forces
Engineered functional interdependence
Where all groups value the outcomes
And the resources align toward them too.

- Jennifer Hegland

PUBLIC ENGAGEMENT ISSUE AREA NETWORKS: DESIGN THINKING WORK SESSION 1
TEAM 1: FOOD

MATERIALS

TEAM NO: 1-FOOD

PROTOTYPE 1

CREATIVE TITLE: "Going Nowhere Fast"

1-2 SENTENCE DESCRIPTION:
Current networks are unnetworked + engineering gets chaos in food production + health.

DESIGN FEATURES:
• Dominant networks internally focused + have separate external links.
• Space for unification exists but is chaotic + dysfunctional.

TEAM NO: 1-FOOD

PROTOTYPE 2

CREATIVE TITLE: Engaged Functional Interdependency

1-2 SENTENCE DESCRIPTION:
Internal networks create shared value + leverage each other's resources. Functional interdependency is "engineered.

DESIGN FEATURES:
• Internal networks "see" each other + form a whole.
• Resources co-leverage of each network.
TEAM 1: FOOD

FEEDBACK

I WISH
There was a more clear representation of the work to be done
“Engineered functional interdependence” would be supported with $ + people
at UMN
Would look at impact (rather than isolation)

WHAT IF
Money was no object?
Food + Poverty + Environment/ Sustainability + Art worked together
Where does . . . collaboration and coordination bring or create new resources
such that even if less efficient, the outcome pie is bigger

THIS MAKES ME THINK OF
How I can incorporate these ideas into work life
How much I enjoyed breakfast at Red Stag a week ago — could that be scaled up
Need lots more good — does turning around to collaboration reduce efficiencies
needed to grow fast?

I LIKE
Your title
Scale of your prototype
Cranberries representing healthy food system
Transition from 1 to 2 — Understanding there are existing efficiencies and
good things going on, but it’s important to turn towards each other and work
together
How all entities facing outward
Not knowing what each is doing