

Exploring Public Engagement Effectiveness in Canada 2011-2014

Phase 1 Summary Report



The Inter-Council Network (ICN) is a dynamic network of provincial and regional member-based Councils for International Cooperation committed to social justice and social change. Rooted in communities across Canada and representing over 400 international cooperation organizations, we are leaders in public engagement at a local and regional level, and are recognized for bringing regional knowledge and priorities to the national level.

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DISCLAIMER

While funded by CIDA, findings within are those of the ICN and do not reflect CIDA's positions, projects, programs or policies.

ACRONYMS

ACIC: Atlantic Council for International Cooperation

ACGC: Alberta Council for Global Cooperation

AQOCI: Association québécoise des organismes de coopération internationale

BCCIC: British Columbia Council for International Cooperation

CCIC: Canadian Council for International Cooperation

CIDA: Canadian International Development Agency

ICN: Inter-Council Network of Provincial and Regional Councils for International Cooperation

MCIC: Manitoba Council for International Cooperation

OCIC: Ontario Council for International Cooperation

SCIC: Saskatchewan Council for International Cooperation

1. REPORT BACKGROUND

This *Exploring Public Engagement Effectiveness in Canada Phase One Summary Report* is one component of a national research program undertaken by the Inter-Council Network (ICN) of Provincial and Regional Councils for International Cooperation from 2011-2014.

This program grew out of one of four recommendations made by the ICN in a position paper entitled *Effectively Engaging Canadians as Global Citizens* (2010) “to conduct a longitudinal study that includes Public Engagement practitioners to document, reflect upon, analyze and share learning on effective public engagement towards active global citizenship”.

The main objectives of the report are:

- to describe the diversity of public engagement knowledge held by practitioners;
- to describe the range of public engagement activities happening across Canada;
- to identify the common barriers public engagement practitioners face in the design, implementation and evaluation of their work; and
- to identify solutions public engagement practitioners see in moving forward.

The findings presented are a summary of practitioners’ thoughts, opinions and current practice, gathered over an eight-month period. The ICN is sharing these findings as a means to further discussion, enable reflection, and build capacity and good practice in public engagement towards active global citizenship in Canada.

2. RESEARCH METHODOLOGY

Phase 1 of the ICN public engagement program was an exploratory collaborative study using mixed-methods research activities that targeted practitioners working in the international cooperation and social justice sectors across Canada. It was conducted between September 2011 and April 2012 and included participants from each region of Canada.

Research activities were undertaken by the ICN National Coordinator and eight ICN Regional Coordinators with the input of the Executive Directors of each Provincial and Regional Council. Data collected in French was translated into English and reviewed by the ICN National Coordinator and another bilingual Council staff.

For more information on methodology please refer to Appendix 1.

3. ICN PUBLIC ENGAGEMENT PROGRAM

Between 2011-2014 the ICN is implementing a three-year research program entitled *Exploring Public Engagement Effectiveness in Canada* with the objectives of:

- developing a comprehensive understanding of public engagement for active global citizenship in Canada;
- learning and developing capacity about good practices for public engagement;
- demonstrating that public engagement is a meaningful and necessary endeavour; and

- building relationships and fostering collaboration between different actors in the public engagement community.

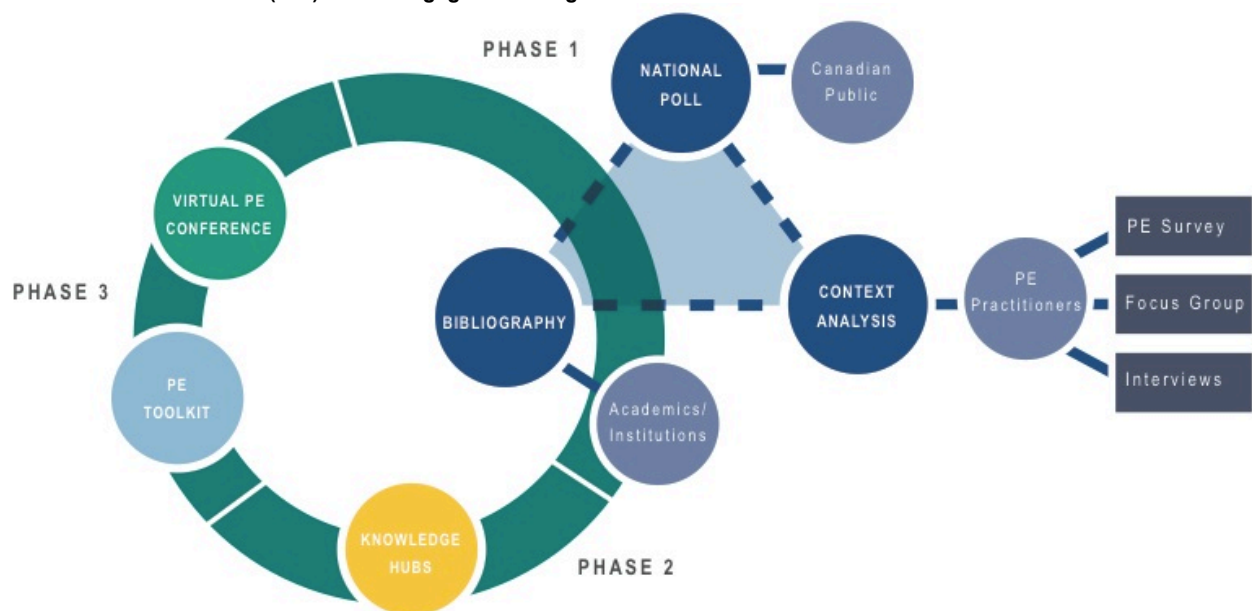
This ICN research program is structured along three phases (Figure 1).

Components of Phase 1 were threefold, including: a context analysis study that engaged public engagement practitioners from across Canada through the seven Provincial and Regional Councils for International Cooperation; a bibliography of relevant published academic and institutional work; and a national public opinion poll to gauge Canadian public engagement in relation to global poverty issues.

Phase 2 focuses on convening public engagement practitioners in seven thematic areas through Knowledge Hubs, where existing and emerging knowledge will be considered in order to identify and document good practice.

Phase 3 involves compiling and sharing findings of good practice with public engagement practitioners, leaders and funders within the international cooperation sector through an online toolkit and national virtual conference.

Figure 1 – Inter-Council Network (ICN) Public Engagement Program



4. SAMPLE DESCRIPTION

Over 600 participants from across Canada participated in Phase 1 research as respondents to an online survey (n=385), as participants in regional focus groups (n=245), and or through individual key informant interviews (n=47).

Survey respondents represented organizations with national reach, as well as those focused on regional or community-based activities (Figure 2). 92% indicated having a relationship with one or more of the Provincial and Regional Councils for International Cooperation, or with the Canadian Council for International Co-operation (CCIC) (Figure 3). Survey respondents represented organizations of all annual budget ranges, and notably, over 50% represented those with budgets of \$500,000 or less (Figure 4). Also notably, 45% indicated their organization had been doing public engagement for more than 20 years, an additional 19% indicated 10-20 years experience,

and 20% with five to nine years experience. Just over 20% were “new” to the field, with four or less years’ experience (Figure 5).

These findings demonstrate that the practise of public engagement is of long-term and sustained interest to organizations across all regions of Canada, that Canadian practitioners are connected at least informally through structured networks, and that budget is not an indicator for organizational interest in public engagement.

Figure 2 – Provincial Distribution

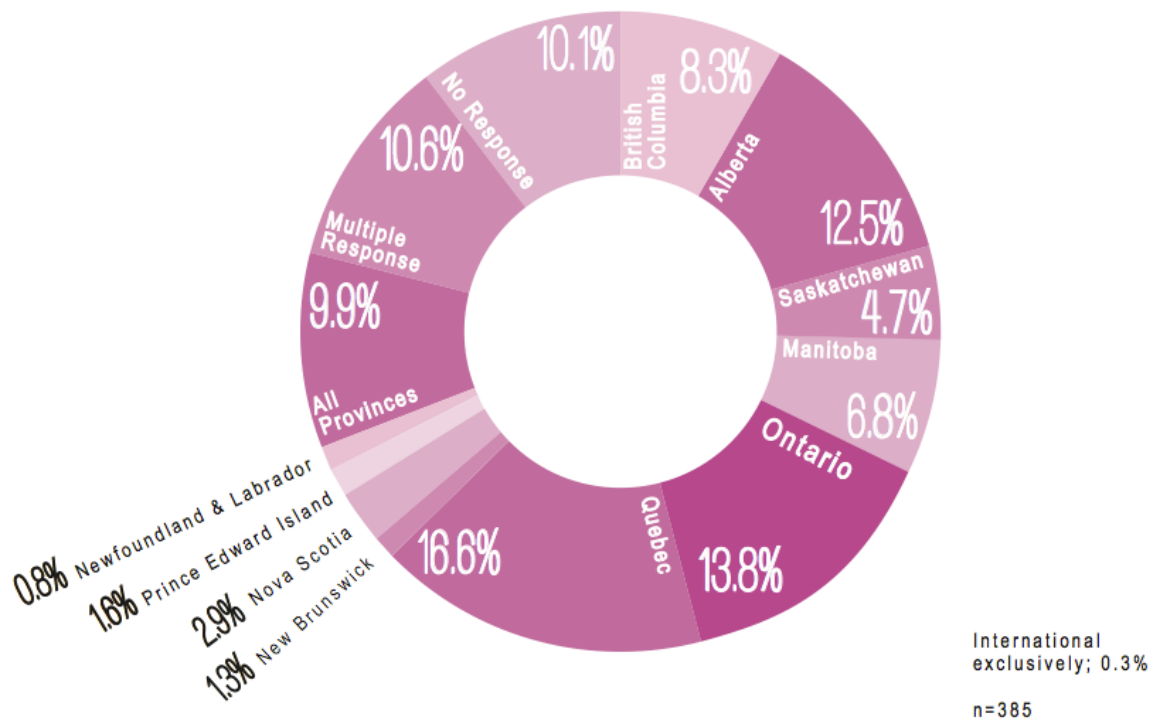


Figure 3 – Relationship to the Councils

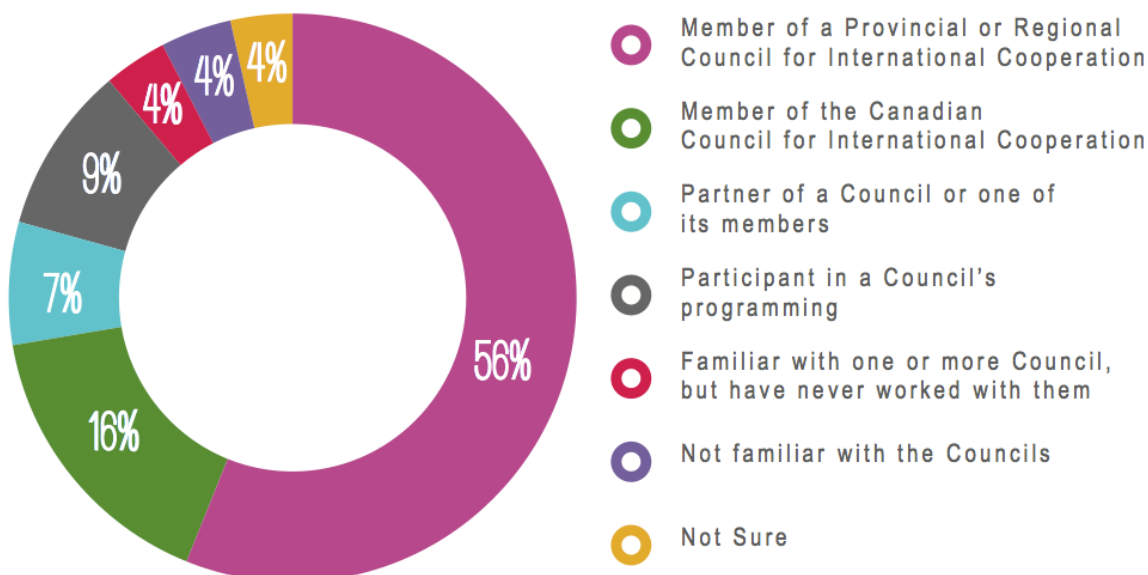


Figure 4 – Organizational Operating Budgets

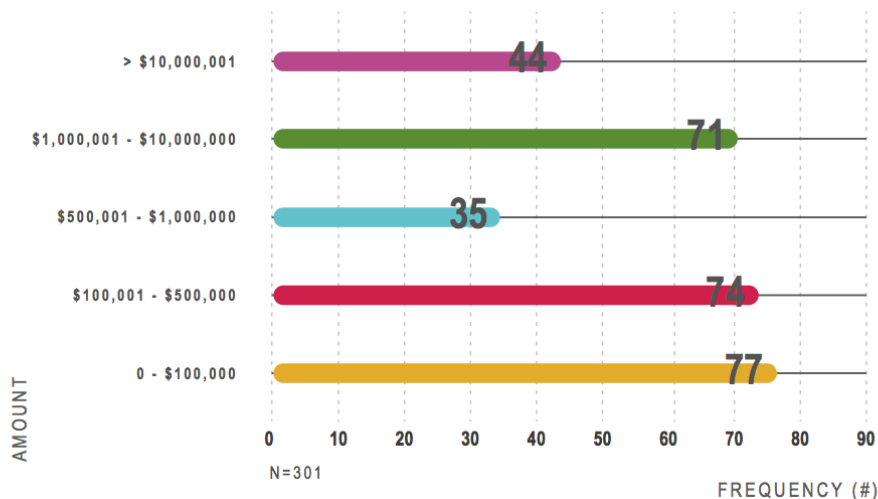
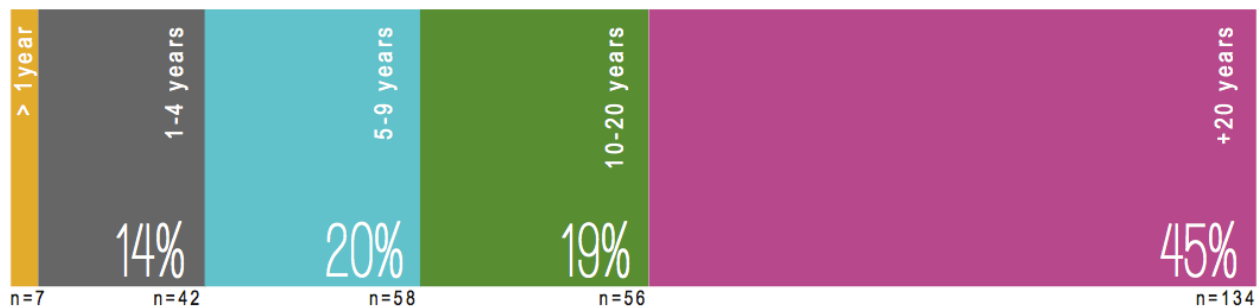


Figure 5 – Years of Organizational Experience in Public Engagement



5. PUBLIC ENGAGEMENT, ITS MEANS AND ITS ENDS

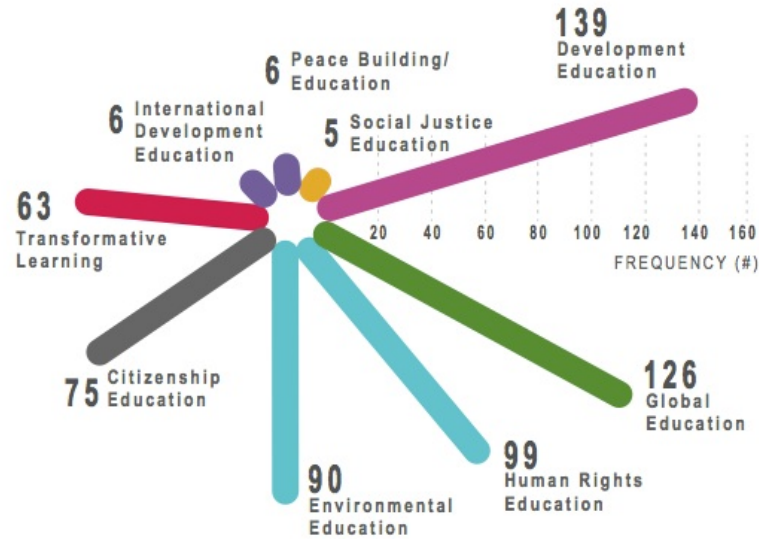
In undertaking this research the ICN sought to understand the ways in which practitioners *define* public engagement. Throughout Phase 1¹ the ICN itself defined public engagement as:

“Those activities and processes which enable individuals and organizations to traverse along a continuum from basic understanding of international development practices and the underlying principles directing those practices, through to deeper personal involvement and informed action on sustainable human development around the world.”

Notably, 91% of *survey respondents* agreed that their organization does work that corresponds to the ICN definition in Canada. Many also defined their work as “development education”, “global education”, “human rights education” and “environmental education”. (Figure 6)

¹ Within Phase 2, the ICN Knowledge Hub focused on the Foundations of public engagement is developing a new definition of public engagement and parallel “theory of change” model, to be presented to practitioners for broader reflection in Phase 3.

Figure 6 - What Practitioners Call Their Work



Objectives and End Results of Good Public Engagement

Survey respondents were then asked to identify the top three *objectives* of their organizations in undertaking public engagement activities. While many acknowledged multiple objectives, those of highest priority were: raising awareness about particular issues, empowering others, information sharing, and taking action. Notably, fundraising was the lowest identified objective of public engagement (Figure 7). Survey respondents next identified the top four *end results* of good public engagement as: increased awareness, increasing understanding, increased action and successful fundraising (Figure 8).

Figure 7 – Priority Ranking of Public Engagement Objectives

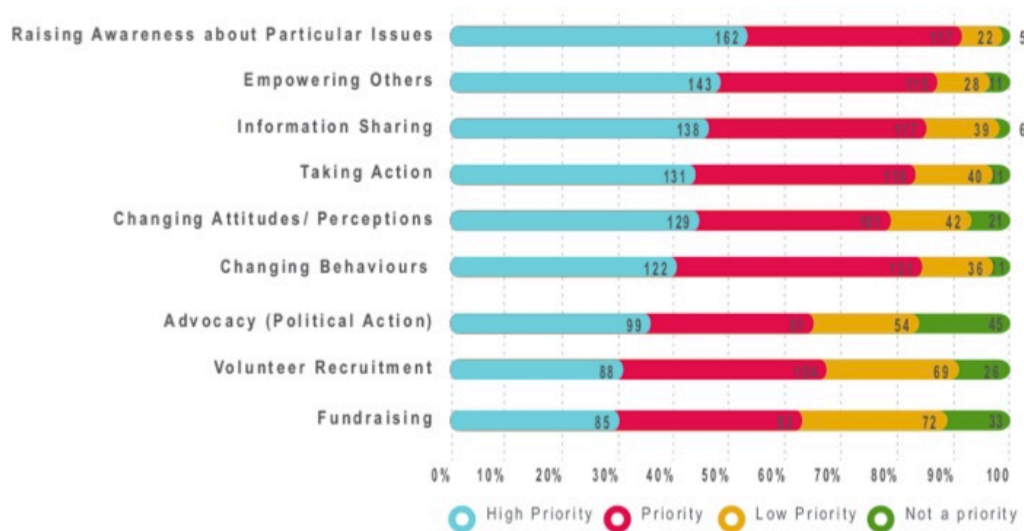
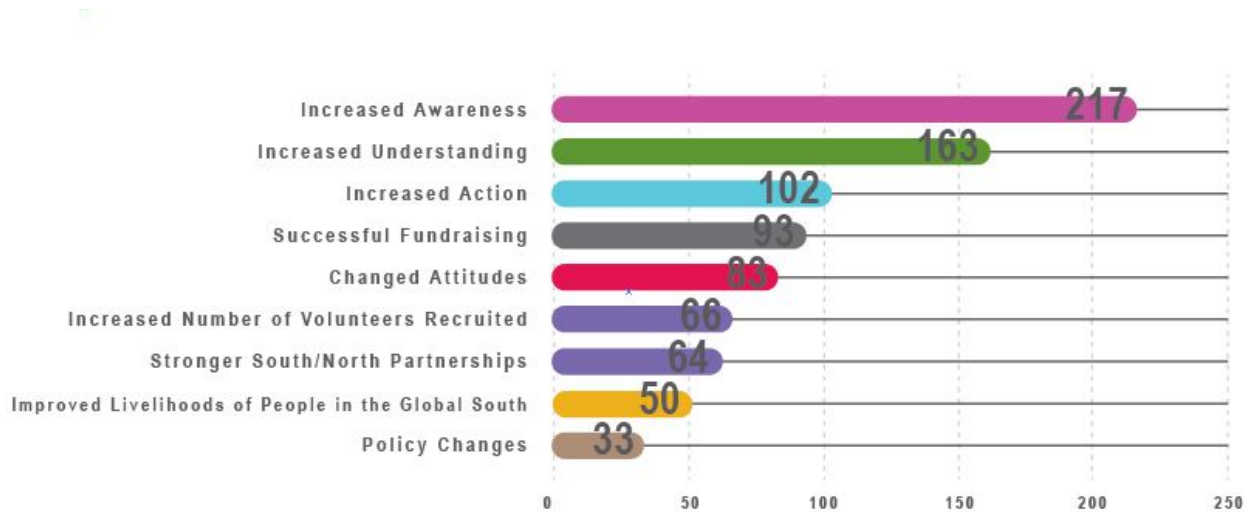


Figure 8 – End Results of Good Public Engagement



Qualities of Good Public Engagement

In addition to the objectives and end results of good public engagement identified by survey respondents, *focus group* and *interview* participants were asked to identify more in-depth *qualities* of good public engagement practice, and prioritized the following:

- **Relevance:** good public engagement starts from individuals' experience and is culturally relevant
- **Clear and measurable purpose:** good public engagement has specific purpose and targets specific audiences
- **Local and global connections:** good public engagement connects citizens around the world on issues that affect them
- **Accuracy:** good public engagement messaging is accurate and does not reinforce harmful stereotypes
- **Collaboration:** good public engagement is collaborative at local and global levels, and includes the perspectives, approaches, processes and partners of multiple parties
- **Inclusivity:** good public engagement is inclusive and takes into consideration aspects such as the age, gender, culture, abilities and geographic location of target audiences
- **Accessibility:** content and messaging presented within good public engagement activities is plain language and accessible, meeting its audience at their level of understanding on the topic or issue
- **Long-term goals and continuity:** good public engagement is not one-off in nature, but rather, has long-term goals and continuity in reach and messaging
- **Variety of methods and approaches:** good public engagement draws from a range of methods and approaches best suited to reach specific target audiences
- **Spectrum of depths:** good public engagement engages audiences on different levels

End Results of Good Public Engagement

In addition, focus groups participants identified the following *end results* of good public engagement:

- **Awareness of Complex Issues** – good public engagement increases awareness of complex issues in ways that enable people to connect and engage at a broader level over the long-term
- **Knowledge & Understanding that Promotes Critical Thinking** – good public engagement increases knowledge and understanding of global issues, and encourages critical thinking
- **Informed and Meaningful Actions** – good public engagement results in increased information sharing, and provides tangible ways of taking meaningful actions to address specific issues
- **Connections** – good public engagement creates connections between people, organizations and the larger community
- **Community Building** – good public engagement is participatory and community-driven, and helps to build a sense of community
- **Motivation & Inspiration that Empowers Action** – good public engagement builds from individuals' experience and gives them tools to be able to move forward on a particular issue
- **Sustainable Behavioural Changes** – good public engagement catalyzes changes in the behaviour and long-term lifestyle actions of individuals
- **Policy Change** – good public engagement at the policy level advances systemic change
- **Social Change** – good public engagement elicits a call to action that helps to create positive social change

6. PLANNING, IMPLEMENTATION, MONITORING & EVALUATION

Funding Allocation and Sources

In looking at how organizations allocate funds for public engagement, approximately 50% of survey respondents said their organizations spent one to 10 percent of their overall annual budget on it (Figure 9), and 91% indicated that this percentage was typical of their budget allocation over the last three to five years² (Figure 10). While the greatest number identified individual donors as sources of funding, the second most common source was CIDA (Figure 11).

² This allocation is aligned with past CIDA guidelines that allowed organizations funded within Partnership Branch general mechanisms to allocate up to 10% of annual budget to public engagement.

Figure 9 – Funding Allocation for Public Engagement

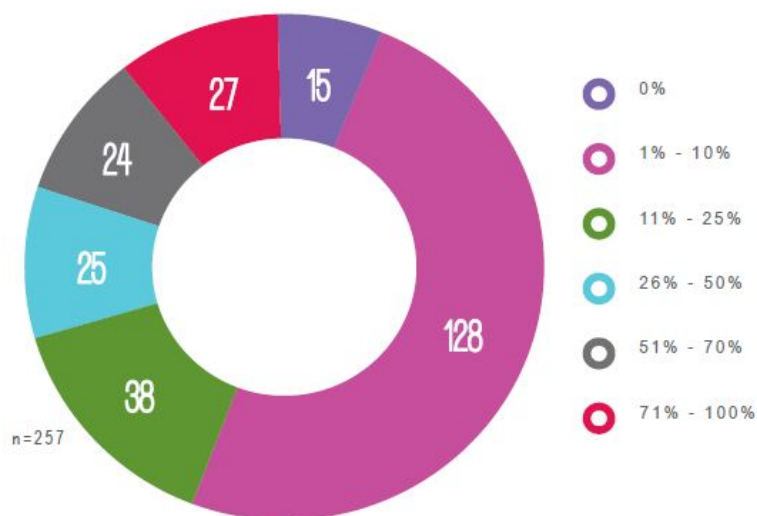
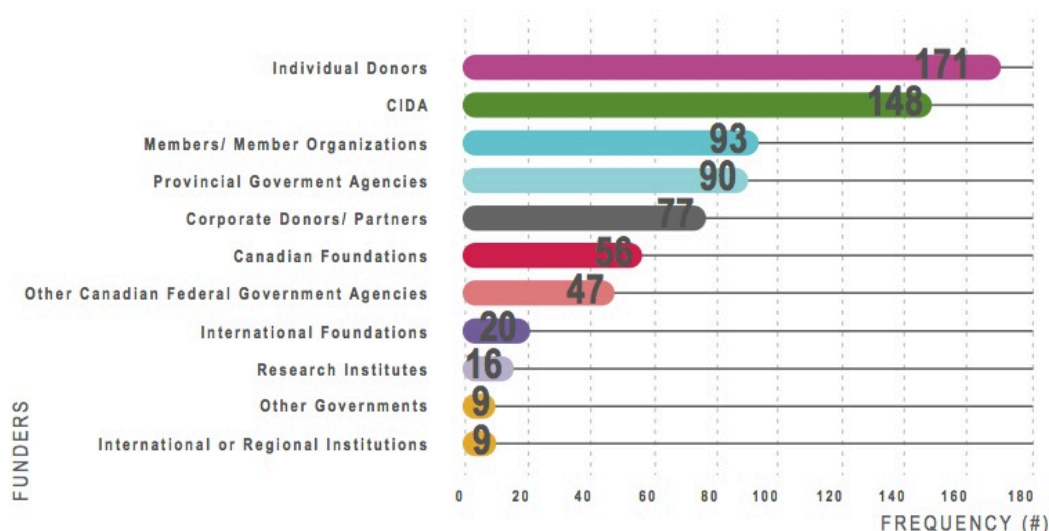


Figure 10 – Whether This Is Typical



Figure 11 – Funding sources for Public Engagement



Public Engagement Methods, Audiences and Issues

While some methods are used more than others, survey respondents identified numerous types of public engagement activities (Figure 12), and a diversity of target audiences. A majority identified the general (unspecified) public as their target, and many also indicated youth, educators and student are a focus. Specific groups such as consumers, the private sector, diasporic communities and aboriginal communities were least selected as organizational targets (Figure 13). Issues most commonly engaged on were relatively broad, including sustainable development, poverty reduction and global education (Figure 14).

Figure 12 – Types of Public Engagement Activities

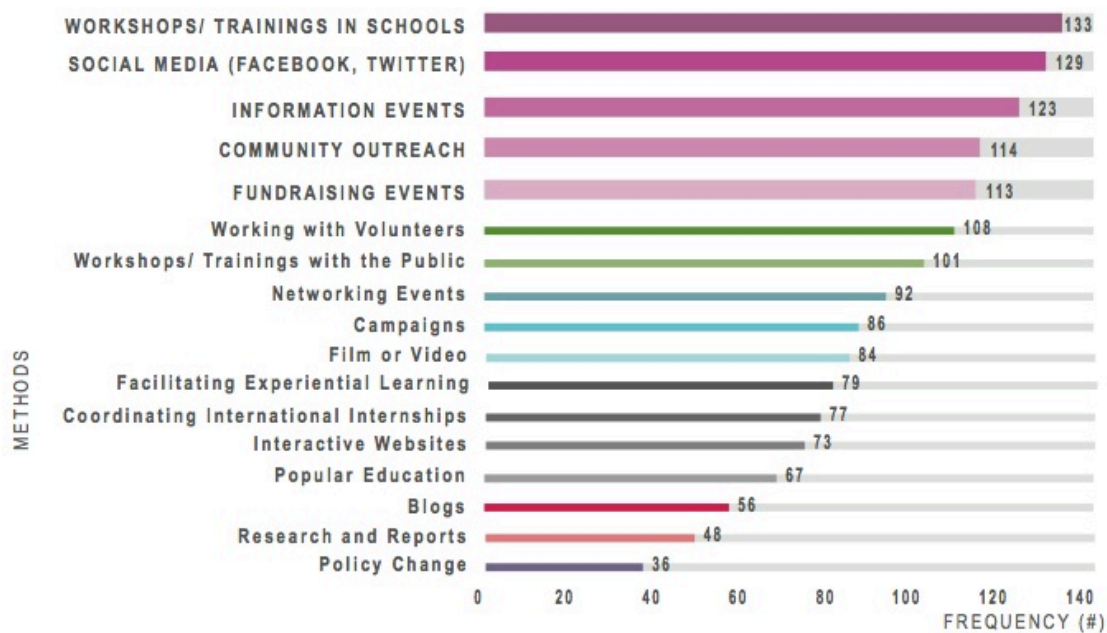


Figure 13 – Target Audiences of Public Engagement Work

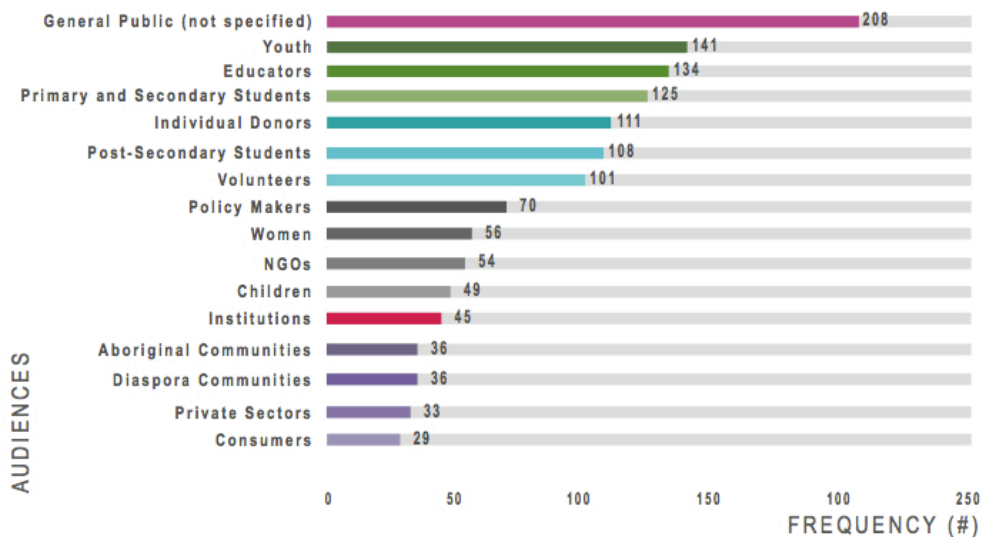
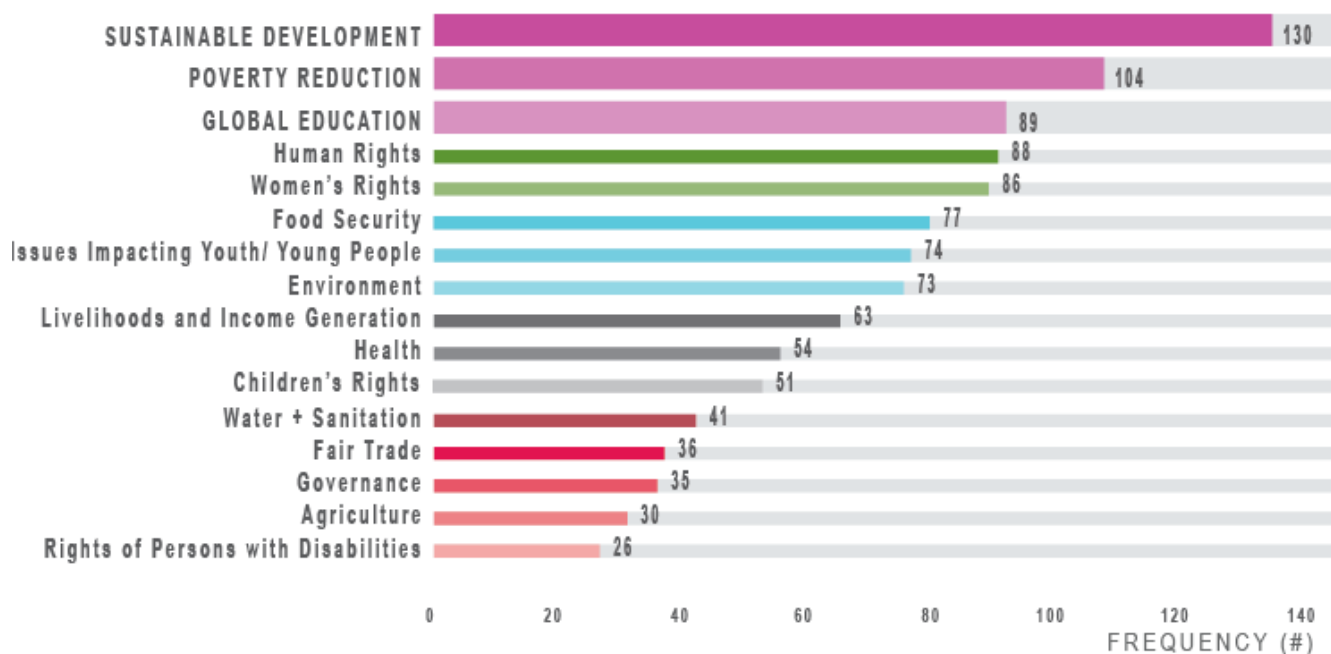
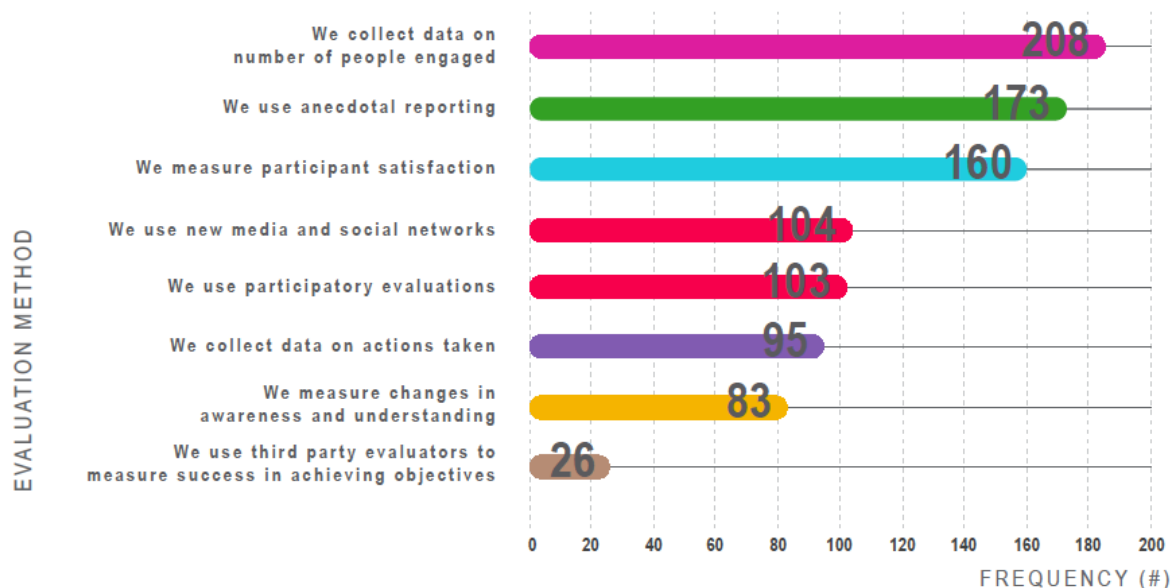


Figure 14 – Engagement Issues



Monitoring and Evaluation

Survey respondents identified the follow as top monitoring and evaluations methods: using questionnaires, forms and surveys; documenting numbers of people at events and number of activities; and monitoring social media blogging and website hits. Collecting stories, anecdotal information and report writing were the last key methods for evaluation.



7. CHALLENGES & OPPORTUNITIES

Focus group participants identified the following *personal and sectoral challenges* to good public engagement:

- **Funding and Resources** - there were countless mentions of the struggles to allocate funds *internally* towards public engagement, and to secure *external* funding to support long-term, in-depth programs
- **Reaching New and Diverse Audiences** was mentioned consistently across every province
- **Competition** for funding, resources, audiences, media coverage, events and ideas is experienced within and between organizations
- **Communication of Complex Issues and Topics** - maintaining timely and on-going communication and using social media as a medium challenges the communication of complex ideas and topics
- **Time Commitment** - engaging an already busy public on a deeper level requires an enormous time commitment for practitioners
- **Geographic Barriers** - physical/geographic spread was a common challenge for national organizations that have the responsibility of engaging a Canada-wide audience; smaller organizations also feel constrained to reach target populations in physically vast and spread out areas
- **Political Context** - restrictions on political work, especially advocacy work, are felt throughout the sector and in some cases results in organizations' needing to undertake public engagement work that is political without seeming so
- **Monitoring and Evaluating Intangible Outcomes** - accurately measuring and appropriately reporting on qualitative outcomes such as increased empowerment and change in self-confidence are difficult
- **Apathy** - public, community and student apathy to the work organizations are doing, and the themes they are focused on
- **Internal Challenges** - if public engagement is not an internal priority, getting support for activities (this occurs when one issue is prioritized over others, or where different departments work in distinct silos and do not understand the importance of how their work supports the other)
- **School Challenges** - internal structures of formal school curriculum, and limits on teachers time and capacity to discuss complex development issues with their students
- **Staff Continuity and Volunteer Fatigue** - high turnover and volunteer burnout, due in part to limited financial and human resources

Focus group participants were then asked to identify *ways in which the challenges could be overcome* and suggested the following:

- **Sharing of Resources, Information and Good Practice** through joint events and gatherings can help mitigate competition between organizations, and make better use of limited time. Larger organizations can help those with limited resources by sharing information, ideas and activities, and creating 'circles of practitioners'.
- **Communication and Media Trainings and Workshops** on effective use of social media could help build staff or volunteer capacity and result in public engagement efforts that have more clear and accessible messaging for target audiences.
- **Building Networks and Networking** can reduce fragmentation and encourage collaboration and coordination on specific awareness-raising issues, furthering the scope, reach and impact.
- **Creating Clear Goals, Purpose and Realistic Timelines** can help organizations make strategic programmatic gains into the long-term.

- **Personal Interactions** between practitioners help to increase collaboration and foster good time and human resource management.
- **Training and Capacity Development** focused on the learning needs of public engagement practitioners promotes the sharing of skill sets, collaboration and professional development, vital to creating unity and voice across organizations.
- **Creating Common Spaces** and learning opportunities for face-to-face interactions encourages collaboration amongst organizations and helps to reduce fragmentation and work in isolation on common campaigns.
- **Engaging Experts** through effective recruitment and hiring will help fill the gaps in expertise.
- **New Approaches to Funding** can be learned and shared between like-minded organizations that have more expertise, or human resources in the area of fundraising can be a way to help navigate new approaches to securing external funding. The process of securing new funding sources can be seen in a positive light as learning and networking opportunities.

Finally, focus groups participants were asked to *envision future collaborations for public engagement activities in Canada*. The following responses highlight key trends:

- **Event and activity-based collaboration** to maximize coordination efforts on common campaigns.
- **Cross-sectorial collaboration** to provide needed expertise when trying to link local and global collaboration across sectors.
- **Level-based collaboration** to link local, regional and international collaborations.
- **Issues-based collaboration** to unite public engagement practitioners on an issue such as food security or climate change, and to provide opportunities for stronger issues-based collaboration.
- **Funding-based collaboration** to provide new opportunities for those that lack the funding or the human capacity to secure funding sources.

APPENDIX 1: METHODOLOGY

The eight Regional Coordinators met face-to-face at the beginning of the program to understand the objectives, and to begin planning research activities. Working Groups were created to provide support for data collection and analysis.

The Survey Working Group supported the distribution and analysis of the online survey, while that Focus Group and Interview Working Groups created guideline questions and evaluation for the focus group and interviews. All information collected in French was translated into English and reviewed by the National Coordinator and another bilingual Council staff.

Overall, 20 focus groups and 42 interviews were completed across Canada. Efforts were made to capture regional diversity by convening focus groups in major cities, including: Vancouver, Nanaimo, Calgary, Saskatoon, Regina, Winnipeg, Brandon, Peterborough, Thunder Bay, Ottawa, Toronto, Montreal, Quebec City, Halifax, St. John's and Charlottetown.

Figure 21 – Focus groups and interview provincial summary

FOCUS GROUP (n=245), Interview (n=47)

Vancouver • Nanaimo • Calgary • Saskatoon • Regina • Winnipeg • Brandon • Peterborough • Toronto
Thunder Bay • Ottawa • Montreal • Quebec City • Halifax • St John's • Charlottetown

Activity	British Columbia		Alberta		Saskatchewan		Manitoba		Ontario		Quebec		Atlantic	
Focus Group	2	20	2	16	2	19	4	46	4	38	3	21	3	42
Interview		3		7		10		5		6		5		7
TOTAL	23		23		29		51		44		26		49	

APPENDIX 2: FOCUS GROUP AND INTERVIEW GUIDE

FOCUS GROUP QUESTIONS

CORE QUESTIONS

1. How do you define good public engagement?

We made the assumption that for the majority of people representing their organization that the “you” would actually speak to their organization. You (as facilitator) can choose to specify, but it was discussed that for the first round of focus groups it may not seem a safe enough environment to speak to anything outside of the organizational lines. For an interview, however, we discussed how it is a safer and more confidential environment so there is more space to clarify personal thought and organizational practice. This was a question we felt had space to be expanded upon in the Knowledge Hubs, as well.

2. What should the end result be of good public engagement?
3. What are the barriers or challenges you face in designing and implementing good public engagement practices?
4. How can we work to overcome these challenges as a sector?
5. What are ways you envision collaboration as a sector for public engagement?

How can we explore these solutions through the Knowledge Hubs (internal analysis)?

With these questions we are hoping that we keep in mind the ways that the Knowledge Hubs can be built from the experiences and knowledge gathered at the Focus Groups.

ADDITIONAL QUESTIONS

1. How do you evaluate your public engagement? What do you do with the results?

(Sub questions or clarification questions) How do you evaluate for changed behaviour? What is essential? What evaluation tools, that you have used to evaluate public engagement, give the most accurate result? Or is most effective?

INTERVIEW QUESTIONS

1. How do you define good public engagement? We made the assumption that for the majority of people representing their organization that the “you” would actually speak to their organization. You (as facilitator) can choose to specify, but it was discussed that for the first round of focus groups it may not seem a safe enough environment to speak to anything outside of the organizational lines. For an interview, however, we discussed how it is a safer and more confidential environment so there is more space to clarify personal thought and organizational practice. This was a question we felt had space to be expanded upon in the Knowledge Hubs, as well.
2. Describe an event you have organized or been involved in, where you felt people were really engaged. Who helped create that feeling? What were they doing?
3. What should the end result be of good public engagement?
4. What are the barriers or challenges you face in creating effective public engagement practices? In the interview, we have more space to discuss the ‘needs’ beyond the challenges, identifying that we cannot be the “solution” but that again, that is something we need to build collectively. For both this question and the following, it can be contextualized to allow for space to discuss needs as well.

5. How can we work to overcome these challenges as a sector?
6. What are ways you envision collaboration as a sector for public engagement? How can we explore these solutions through the Knowledge Hubs (internal analysis)? With these questions we are hoping that we keep in mind the ways that the Knowledge Hubs can be built from the experiences and knowledge gathered at the Focus Groups.
7. How do you evaluate your public engagement? What do you do with the results? How do you evaluate for changed behaviour? What is essential? What evaluation tools, that you have used to evaluate public engagement, give the most accurate result? Or is most effective?
8. In your experience, how has the public engagement landscape changed over the years?

FOCUS GROUP EVALUATION

For participants:

1. How would you rate your overall level of satisfaction with the focus group? (Very high, high, medium, low, very low)
2. What did you find most valuable about the day?
3. What did you find most challenging about the day?
4. Did you have sufficient time and space to express your ideas?
5. Are there any more thoughts or resources that you would like to share with us?
6. Who else should we engage for future focus groups or other activities relating to this program?

For facilitators:

- How many people were invited?
- How many attended?
- Was there a theme in your participant selection (teachers, university students, non-members, etc.)?
- How many participants were members?
- How many participants were women?
- Who participated most?
- Who participated least?
- What was the overall level of satisfaction (based on evaluation)?
- What did people struggle with

APPENDIX 3: NATIONAL PUBLIC ENGAGEMENT SURVEY QUESTIONS

Exploring Public Engagement Effectiveness in Canada: An ICN Public Engagement Survey

Dear friends,

The Inter-Council Network (ICN) of Provincial and Regional Councils for International Cooperation invites you to participate in the following national survey on public engagement towards active global citizenship. This survey is one component of a three-year public engagement research initiative, *Exploring Public Engagement Effectiveness in Canada* that the ICN is undertaking to strengthen the capacity of public engagement practitioners. Future activities will include Knowledge Hubs to facilitate capacity building and collaboration between public engagement practitioners, a national public poll on perceptions of public engagement by Canadians, an annotated bibliography of academic and institutional literature on the topic of public engagement, and a toolkit and national conference that will bring together key learning from the program.

In the ICN's Public Engagement Position Paper, *Effectively Engaging Canadians as Global Citizens* (2011), we define public engagement as "those activities and processes which enable individuals and organizations to traverse along a continuum from basic understanding of international development practices and the underlying principles directing those practices, through to deeper personal involvement and informed action on sustainable human development around the world."

The ICN, comprised of the Alberta Council for Global Cooperation (ACGC), L'association québécoise des organismes de coopération internationale (AQOCI), Atlantic Council for International Cooperation (ACIC), British Columbia Council for International Cooperation (BCCIC), Manitoba Council for International Cooperation (MCIC), Ontario Council for International Cooperation (OCIC), and Saskatchewan Council for International Cooperation (SCIC), work in their respective provinces and regions to coordinate collaboration and capacity building between organizations working in international cooperation, while bringing awareness to global poverty issues.

Our goal for this survey is to better understand the scope and range of public engagement work in Canada. At the end of the survey you will be asked to indicate if you wish to receive ICN communications about the ICN public engagement research program in the months to come.

The survey will take approximately 20 minutes to complete, and will be open from October 31 to November 18, 2011. Ideally, it should be completed by your organization's public engagement practitioner, or someone who is knowledgeable about your public engagement activities, projects or programming. It has been sent to members of Provincial and Regional Councils for International Cooperation, members of the Canadian Council for International Cooperation, Council members' partners, and other public practitioners engaged in relevant or related work.

Your participation will allow you to have a place in the first comprehensive, multi-dimensional examination of PUBLIC ENGAGEMENT in Canada. Thank you in advance for your time and contributions.

I. About you:

1. What is your name?
2. What is your position/title within your organization?
3. What is your email address?
4. In which region(s) of Canada do you personally work? Please select all that apply.
 - a. British Columbia
 - b. Alberta
 - c. Saskatchewan
 - d. Manitoba
 - e. Ontario
 - f. Quebec

- g. New Brunswick
- h. Nova Scotia
- i. Prince Edward Island
- j. Newfoundland and Labrador
- k. Nunavut
- l. North West Territories
- m. Yukon
- n. All regions of Canada
- o. Outside of Canada (please specify)

II. About your organization:

5. What is the name of your organization?
6. In which region(s) of Canada is your organization based? Please select all that apply.
 - a. British Columbia
 - b. Alberta
 - c. Saskatchewan
 - d. Manitoba
 - e. Ontario
 - f. Quebec
 - g. New Brunswick
 - h. Nova Scotia
 - i. Prince Edward Island
 - j. Newfoundland and Labrador
 - k. Nunavut
 - l. North West Territories
 - m. Yukon
 - n. All regions of Canada
 - o. Other (please explain)
7. What is your organization's relationship to one or more Councils for International Cooperation? Please select all that apply.
 - a. Member of a Provincial or Regional Council for International Cooperation
 - b. Member of the Canadian Council for International Cooperation
 - c. Partner of a Council or one of its members
 - d. Participant in a Council's programming
 - e. Familiar with one or more Council, but have never worked with them
 - f. Not familiar with the Councils
 - g. Not sure
 - h. Other (please explain)
8. How many paid full-time staff are employed in your organization?

- a. 0
- b. 1-4
- c. 5-10
- d. 11-15
- e. 16-50
- f. 50+
- g. Other (please explain)

9. How many paid part-time staff are employed in your organization?
 - a. 0
 - b. 1-4
 - c. 5-10
 - d. 11-15
 - e. 16-50
 - f. 50+
 - g. Other (please explain)
10. How many volunteers are regularly active in your organization?
 - a. 0
 - b. 1-4
 - c. 5-10
 - d. 11-15
 - e. 16-50
 - f. 50+
 - g. Other (please explain)
11. What is the size of your organization's 2011-2012 operating budget?
 - a. 0 – \$100,000
 - b. \$100,001 – \$500,000
 - c. \$500,001 – \$1,000,000
 - d. \$1,000,001 – \$10,000,000
 - e. \$10,000,001+
 - f. Other (please explain)
 - g. Not sure (please explain)
12. The ICN defines public engagement as “those activities and processes which enable individuals and organizations to traverse along a continuum from basic understanding of international development practices and the underlying principles directing those practices, through to deeper personal involvement and informed action on sustainable human development around the world.” Does your organization do this kind of work in Canada?
 - a. Yes
 - b. No (please explain)

- c. Not sure (please explain)
13. Does your organization do similar work by another name? Please check all categories that apply, and note that for the purposes of this survey you can consider this work as public engagement towards active global citizenship.
- a. Global education
 - b. Human rights education
 - c. Citizenship education
 - d. Transformative learning
 - e. Environmental education
 - f. Development education
 - g. Other (please explain)
14. How long has your organization been doing public engagement work?
- a. Less than 1 year
 - b. 1 – 4 years
 - c. 5 – 9 years
 - d. 10 – 20 years
 - e. 20+ years
 - f. Other (please explain)
15. What percentage of your 2011-2012 budget is directed towards public engagement?
- a. 0%
 - b. 1%-10%
 - c. 11%-25%
 - d. 26%-50%
 - e. 51%-75%
 - f. 76%-100%
 - g. Not sure (please explain)
16. Is this percentage typical of budgets directed toward public engagement in your organization in the last three to five years?
- Yes
- No
- Not sure (please explain)
17. How does your organization fund its public engagement work? Please select all that apply.
- a. CIDA
 - b. Other Canadian Federal Government Agencies
 - c. Canadian Foundations
 - d. Provincial Government Agencies
 - e. Corporate Donors/Partners
 - f. Members/Member Organizations
 - g. Individual Donors
 - h. International Foundations
 - i. Research Institutes
 - j. International or Regional Institutions (such as the Global Fund, World Bank, EU)
 - k. Other Governments
 - l. Other (please explain)
18. Please rank the following objectives of public engagement within your organization, with one as the highest priority.
- a. Raising awareness about particular issues
 - b. Advocacy (political action)
 - c. Information sharing
 - d. Volunteer recruitment
 - e. Taking action
 - f. Fundraising
 - g. Changing attitudes / perceptions
 - h. Changing behaviors
 - i. Empowering others
 - j. Other (please explain)
19. Please select the top three issues in which your organization aims to engage Canadians?
- a. Agriculture
 - b. Children's rights
 - c. Consumer choices
 - d. Disaster preparedness
 - e. Disaster response
 - f. Environment
 - g. Fair Trade
 - h. Finance and economics
 - i. Food security
 - j. Global education
 - k. Governance
 - l. Health
 - m. Human rights
 - n. Infrastructure
 - o. Innovation
 - p. Issues impacting youth/young people
 - q. Livelihoods and income generation
 - r. Poverty reduction
 - s. Rights of the disabled
 - t. Shelter
 - u. Sustainable development
 - v. Water and sanitation

- w. Women's rights
 - x. None
 - y. Other (please explain)
20. Please select the top five methods or approaches your organization uses to engage Canadians?
- a. Arts-based programming
 - b. Blogs
 - c. Campaigns
 - d. Citizen engagement in the political process
 - e. Community outreach
 - f. Coordinating international internships
 - g. Facilitating experiential learning
 - h. Film or videos
 - i. Fundraising events
 - j. Information events
 - k. Interactive websites
 - l. Networking events
 - m. Online petitions
 - n. Podcasts
 - o. Policy change
 - p. Popular Education
 - q. Protests or demonstrations
 - r. Research and reports
 - s. Social media (facebook, twitter)
 - t. Working with volunteers
 - u. Workshops/trainings in schools
 - v. Workshops/trainings with the public
 - w. Other (please explain)
21. Please select the top five target audiences of your organization's public engagement efforts in Canada.
- a. Aboriginal communities
 - b. Children
 - c. Consumers
 - d. Diaspora communities
 - e. Educators
 - f. Individual donors
 - g. Institutions
 - h. LGBTQ2S communities
 - i. Men
 - j. New immigrants
 - k. NGOs
 - l. Persons with disabilities
 - m. People of colour
 - n. Policy makers
 - o. Post-secondary students
 - p. Primary and secondary school students
 - q. Private sector
 - r. Seniors
 - s. Women
 - t. Volunteers
 - u. Voters
 - v. Youth
 - w. General public (not specified)
 - x. Other (please explain)
22. How does your organization evaluate its public engagement activities?
- a. We measure participant satisfaction
 - b. We measure changes in awareness and understanding
 - c. We collect data on actions taken
 - d. We collect data on number of people engaged
 - e. We use anecdotal reporting
 - f. We use third party evaluators to measure success in achieving specific objectives
 - g. We use participatory evaluations
 - h. We use new media and social networks
 - i. Other (please explain)
23. Please identify the top three results of your organization's public engagement work.
- a. Increased awareness
 - b. Increased understanding
 - c. Increased action
 - d. Successful fundraising
 - e. Improved livelihoods of people in the Global South
 - f. Stronger South/North partnerships
 - g. Increased number of volunteers recruited
 - h. Changed behaviours
 - i. Changed attitudes
 - j. Policy Changes
 - k. Other (please explain)
24. Pick one public engagement activity, project or program that your organization is proud of and briefly describe it (eg. a youth video contest, lunch and learns, etc.)?
25. What were the elements that made this undertaking so successful for your

organization (eg. the youth we reached started a social justice group in their school,

a lot of people attended, etc.)?

III. Your thoughts on public engagement peer learning and capacity building

Subtext: This is the first step in a public engagement research initiative that will be carried out over the next three years and is part of the ICN's effort to develop an inventory of public engagement work in Canada. Some of the next steps include Knowledge Hubs to facilitate capacity building and collaboration between public engagement practitioners, a national public poll on perceptions of public engagement by Canadians, an annotated bibliography of academic and institutional literature on the topic of public engagement, and a toolkit and national virtual conference that will bring together key learning from the program.

26. Which three topic areas are peer learning and capacity building priorities for you, personally?
- Reaching new and different audiences
 - Funding public engagement activities
 - Public engagement methodologies and approaches
 - Public engagement in different sectors (other than international development)
 - Public engagement initiatives outside of Canada
 - How to create a learning space
 - Doing public engagement with online tools
 - Measuring effectiveness of public engagement
 - Demonstrating public engagement results
 - Behaviour change through public engagement
 - Other (please explain)

27. Which of the following methods of peer learning and capacity building are of interest to you, personally?
- Topical workshops
 - Presentations on existing academic research
 - Participation in academic research
 - Online forums and discussion groups
 - Facilitation of learning across different sectors
 - A unified statement/position on public engagement
 - A public engagement journal directed and contributed to by public engagement practitioners
 - More input from the public
 - Other (please explain)

28. Please use this space to share your additional ideas and vision for the ICN public engagement initiative with us.

29. Would you like to hear from the ICN about our future public engagement research and programming?
- Yes
- No