

## Community Engagement in Energy Literacy


Dr. Curtis Charles  
Associate Vice Chancellor of  
Academic Program  
Development  
Fayetteville State University

Karl Rectanus  
Leader  
NC STEM Community Collaborative  
MCNC

October 15, 2009



### Goals for Community Engagement Section

- Provide a brief case study on cross-sector community engagement (Fort Bragg Region STEM Design Team)
- Discuss Key Considerations & Challenges of community engagement with local leader
- Facilitate Small Group Discussion regarding the power, value, and tactics of community engagement for this initiative




### NC STEM & Partner Research



- Surveyed and interviewed 500+ NC leaders and stakeholders across 25 different communities in 2008 from every sector
- Analyzed research from UNC Tomorrow, Economic Development & Visioning Documents, Education Institutions, Hunt Institute, Kauffman Foundation and others
- Site visits & Analysis of 6 other states for multi-state STEM Networks initiative

### NC STEM & Partner Research – Key Findings

- Three Key Networks for Consideration:

State & National Leadership	<ul style="list-style-type: none"> <li>• Every Sector</li> <li>• Broad Footprint</li> <li>• Sustainable &amp; Scalable</li> </ul>
Experts & Resources	<ul style="list-style-type: none"> <li>• Specific Core Competency</li> <li>• Limited Visibility</li> <li>• Preservation &amp; Spread</li> </ul>
Community Stakeholders	<ul style="list-style-type: none"> <li>• Responsible for Results</li> <li>• Under Empowered</li> <li>• Day to Day Operations</li> </ul>

### NC STEM & Partner Research

Too often, dynamics, structure & solutions are:

- Siloed
- One-size-fits-all
- Under Communicated
- Unconnected
- Non-localized

### NC STEM Community Visioning & Design Process

- Led us to **Prioritize Community Engagement**
  - Rapid deployment of replicable, research-based **Collaborative Visioning & Design Process (CVP)** across 3 NC Communities (Each Investing at least \$20,000 in CVP)
    - Davie County**
    - Lenoir County**
    - BRAC Region (11 County Area)**
  - First 3 Communities creating **Education Innovation Design Plans** by Dec '09
  - Unifying **Design Principles** established to **Drive Engagement**:
    - Sustainable**
    - Scalable**
    - Equitable**
    - Networked**
    - STEM Focused**

### NC STEM Community Visioning & Design Process

- Communities Kicked Off with Partners** from, NC, and the US
- Connecting Community Demand with STEM Resources**
  - Experts/Resources like NC NSP, NC SMT, NCCAT, NC Public School Forum, Kenan Fellows, Wake Forest CERTL, American Architecture Foundation and others
  - Embedding staff from NC DPI, NCCCS with each design team
- Aligned State & National Leadership:**
  - Race to the Top, JOBS, SBE, Economic Development, Governor, Lt. Governor, NCCCS, UNC System and others
  - JOBS Commission – Informed and Guided by Statewide Advisory Panel

### Specific Activities & Questions on Community Engagement


Dr. Curtis Charles  
Associate Vice Chancellor for Academic Affairs  
Fayetteville State University

**What is the make-up of your Community Design Team?**



**Why/How were these people identified?**

**Specific Activities & Questions  
on Community Engagement**

Dr. Curtis Charles  
Associate Vice Chancellor for Academic Affairs  
Fayetteville State University




**How are you engaging the broader community  
in your process?**






**Specific Activities & Questions  
on Community Engagement**

Dr. Curtis Charles  
Associate Vice Chancellor for Academic Affairs  
Fayetteville State University




**What key challenges and opportunities does  
your region face in engaging in this manner?**








**Specific Activities & Questions  
on Community Engagement**

Dr. Curtis Charles  
Associate Vice Chancellor for Academic Affairs  
Fayetteville State University



**What should others focused on community  
engagement actively consider and design into  
their approach?**

Thank You

*Power In Numbers.*

Karl Rectanus  
NC STEM Community Collaborative Leader  
[www.ncstem.org](http://www.ncstem.org)