

Community Outreach and Engagement Outline

This handout is used as an outline for the training session on community outreach and engagement for local preservation commissions.



Skelly Preservation Services
Community planning with the past,
present, and future in mind.

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Learning Objectives

Recognize that outreach is an essential part of any historic preservation program.

Recognize the different types of outreach that exist.

Recognize that outreach types must be tailored to the community and to specific goals.

Recognize that working with preservation partners will be the most effective strategy.

A. Different Types of Outreach

Education and Appreciation

Slowly and deliberately increasing recognition in the community that this is a special place.

Advocacy

Addressing more imminent threats to significant historic resources.

Social and Entertainment

Outreach is more successful when it includes fun activities, but this is often better left to the preservation non-profit organization.

Financial

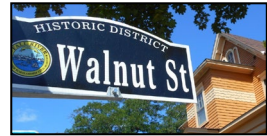
Fundraising is an essential part of outreach. However, it is much better left to the preservation non-profit organization.

Procedural

This is about making sure all your preservation commission decision-making is easy to understand, consistent and fair.

Planning

Preparing a historic preservation plan is a great opportunity to reach out to preservation partners and stakeholders.



B.

Outreach and Community Engagement- 10 Things to Consider

1. Encouraging Interest in Historic Preservation
2. Grassroots Advocacy
3. Working with your Political Leaders
4. Improving Your Relationships in your Community
5. Building a Broader and Better Organized Constituency
6. Proactive Historic Preservation Planning
7. Strategically Communicating the Benefits of Preservation
8. Communicating Democracy
9. Love Our Local Democratic Process
10. Accepting Realities

C.

Planning and Implementing Preservation Outreach

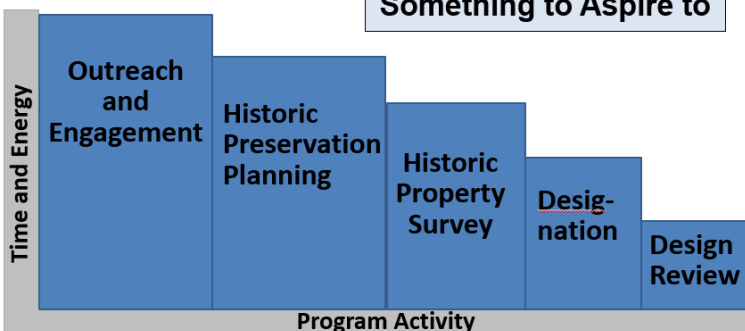
How will you determine which outreach strategies will be most effective for your community?

Do you have a preservation plan? If not, consider a plan focused on Community Outreach and Engagement.



Here is what a solid historic preservation program looks like

Something to Aspire to



Please let me know your thoughts and comments on this presentation today.