

Welcome to this session:

Tutorial:

Releasing the Power of Community

The session will start shortly...

Any Questions?

Drop them in the questions section.





Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



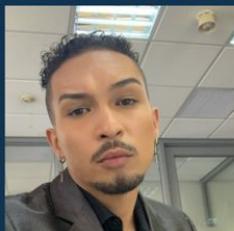
Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

**Scan to report a
safeguarding concern**



or email the Designated
Safeguarding Lead:
Ian Wyles
safeguarding@hyperiondev.com

Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.



Housekeeping

Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.

Leadership & Management Live Lectures – Housekeeping

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query:
www.hyperiondev.com/support
- Report a safeguarding incident: **www.hyperiondev.com/safeguardreporting**
- Should you have any further questions or want to provide us with feedback, please feel free to post them **here**.
- **GitHub Link to access L&M Presentation Slides.**



Learning Objectives

Learning Objectives

- Engage Community Members Effectively
- Promote Grassroots Support
- Navigate Ethical Considerations
- Make Informed Advocacy Decisions





Understanding Community Engagement

Defining Community Engagement

Community engagement involves working collaboratively with community members to address shared issues. It ensures that decisions reflect the needs and aspirations of those directly impacted.



Why Community Engagement is Critical in Advocacy

Community engagement is the backbone of successful advocacy because it makes your efforts more relevant, effective, and sustainable.

- Relevance and Effectiveness
- Builds Trust and Legitimacy
- Increases Collective Impact
- Enhances Grassroots Mobilization
- Encourages Shared Ownership and Leadership



Key Strategies for Effective Engagement

To build strong community engagement, there are four key strategies that work across almost any advocacy effort.

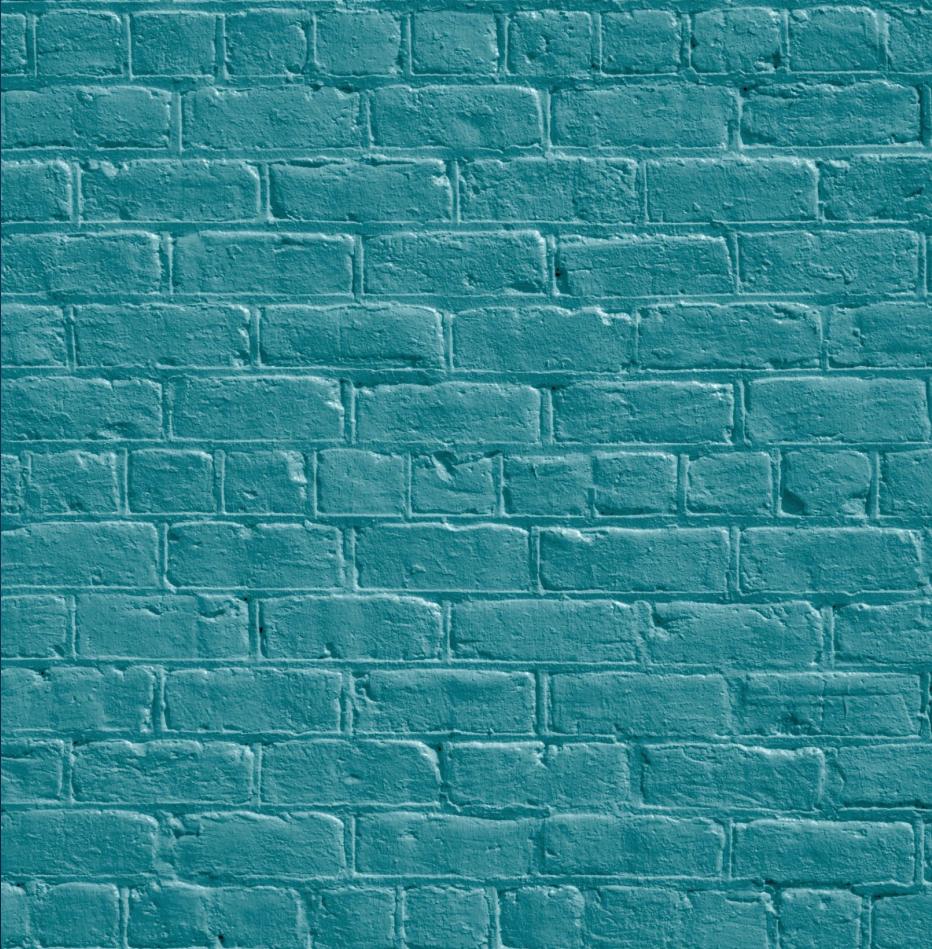
- Building Trust
- Clear Communication
- Shared Vision
- Inclusivity



Open Question

What barriers might prevent people from engaging in advocacy?

How do you think we can overcome these barriers?





Mobilizing Grassroots Support

What are Grassroots Movements?

Grassroots movements are driven by local communities and fueled by the passion of everyday individuals. They challenge power structures, amplify marginalized voices, and create lasting change.



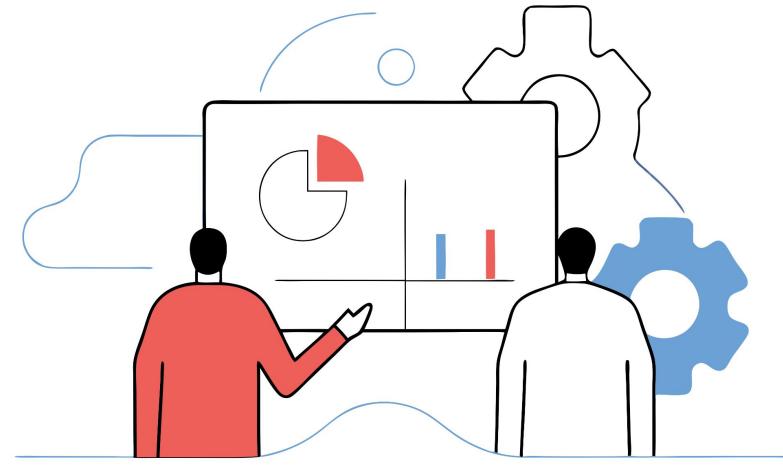
Real-life Examples of Grassroots Campaigns

- Climate Action Initiatives
- Civil Rights Movements
- Local Campaigns for Social Change



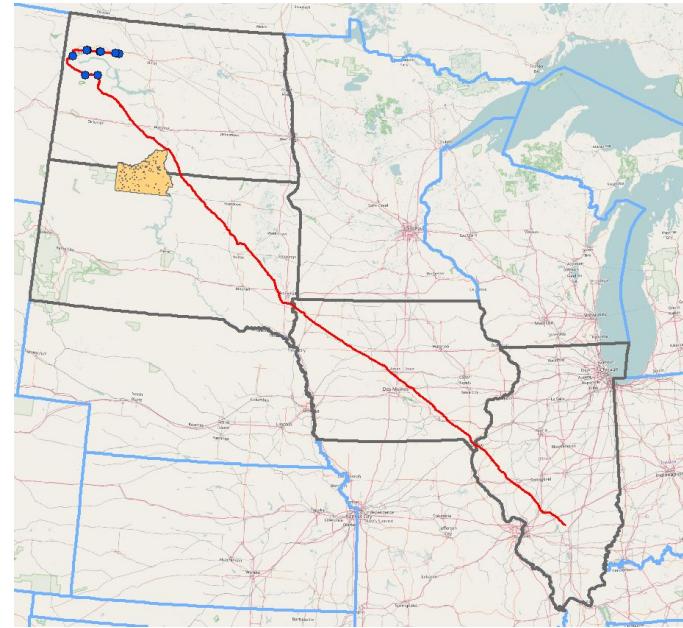
Methods of Mobilization

- Social Media
- Local Events
- Storytelling



Case Study - Grassroots Campaign for Change

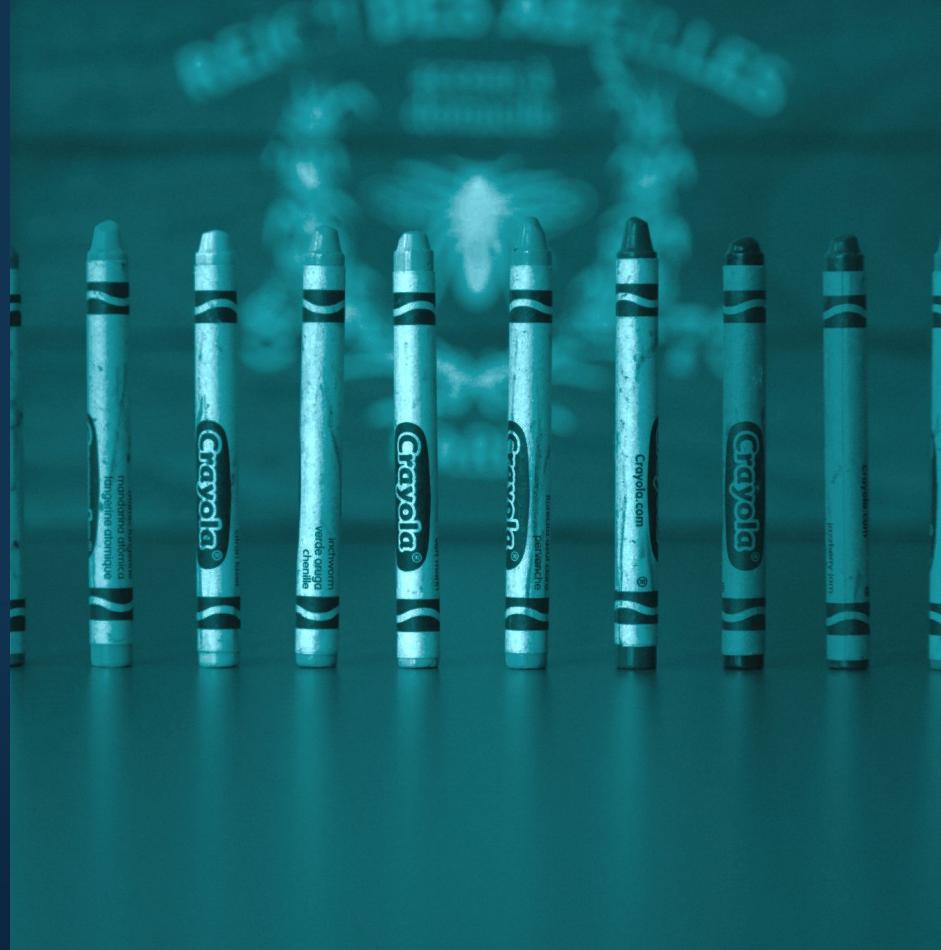
The campaign to stop the construction of the Dakota Access Pipeline.



Open Question

How can grassroots efforts challenge power structures while remaining ethical and inclusive?

What does it look like to mobilize without leaving out vulnerable groups?



Let's take a break

CoGrammar

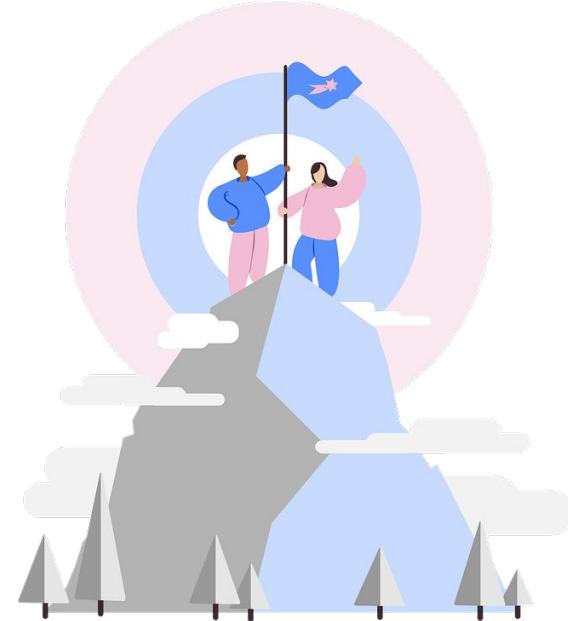


A close-up photograph of a person's hand holding a clear incandescent lightbulb. The bulb is lit, with visible filament and a glow at the top. The hand is positioned palm-up, supporting the base of the bulb. The background is dark and out of focus.

Ethical Considerations in Advocacy

Ethical Challenges in Advocacy

- Ensuring the representation of diverse voices
- Managing conflicts within the community
- Remaining truthful while persuasive



Scenario

A community campaign unintentionally excludes a minority group. What ethical concerns arise?



Open Question

How can we advocate for change while staying true to ethical principles?





Decision-Making in Advocacy

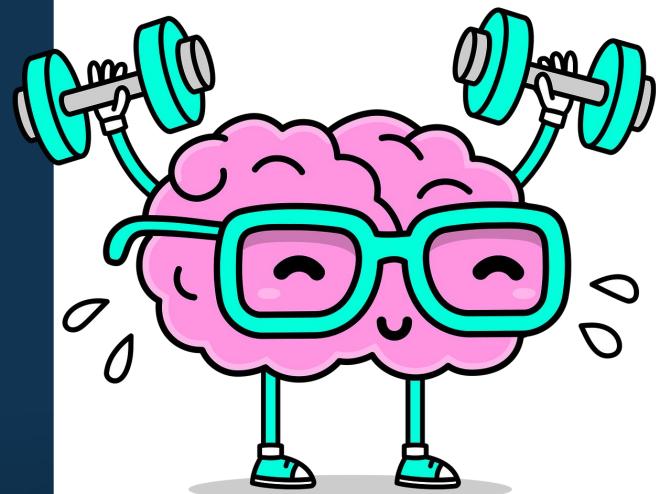
Introduction to Decision-Making Framework

- Assessing Impact vs. Ethics
- Considering All Stakeholders
- Ensuring Sustainable Change



Personal Activity - Creating an Advocacy Plan

Imagine a town with unreliable public transport. How would you advocate for change?



- Identify the issue and set clear goals.
- Research and gather evidence.
- Identify key stakeholders and decision-makers.
- Develop advocacy strategies (e.g., social media, petitions, direct advocacy).
- Mobilize community support.
- Engage policy-makers and push for action.
- Monitor progress and adapt.

Open Question

As you create an advocacy plan, what challenges do you think you might face?

Would there be resistance from any of the stakeholders you identified?

What can you do to overcome these challenges?





Building a Sustainable Community

Strategies for Sustaining Engagement

Building a movement that lasts requires more than just a one-time action; it needs leadership, mentorship, and continuous engagement.

- Leadership development
- Mentorship
- Continuous outreach



A close-up photograph of a clear glass hourglass with black sand falling from the top bulb into the bottom bulb. The hourglass is positioned vertically in the center of the frame, resting on a bed of small, light-colored pebbles. The background is a soft-focus view of a sandy beach under a bright sky.

Conclusion

CONCLUSION

- **Measuring Impact:** Always assess your advocacy efforts so you can adjust strategies and celebrate successes.
- **Community Engagement:** Building genuine relationships and empowering your community leads to stronger advocacy movements.
- **Ethical Integrity:** Upholding ethical standards ensures long-term success and credibility in your advocacy efforts.

Questions and Answers

CoGrammar



Thank you for attending

CoGrammar



Department
for Education