



**ASSESSMENT 2**  
**BA Business Management**  
**Community Engagement**

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# **Community Engagement**

## **Part B: Reflective writing**

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## **Part B: Reflective writing**

### **Introduction**

Committee engagement approaches refers to set of tactics and strategic direction that enables integrity and collaboration between people within a community. It involves in identification of groups of people, assessing their geographical location, shared cultures and communal beliefs, identification of special interest or affiliation between the people and identification of threats and challenges may influences their well-being.

This reflective report aimed at conceptualizing of community engagement approaches in socio-economic context of a country. Moreover, it intend to evaluate the associated principles and standards requires for adopting community engagement practices into the local area of the UK. The present study has focuses on developing a committee engagement plan and procedures that would adopt UK's local area. Moreover, the present reflect writing has outlines key activities that need to be practiced for adopting community engagement within the local areas of the UK. In addition to this, the reflective study would analyze weaker areas while practicing key activities for adopting community engagement plan. The present study has considers social context within the UK and key stakeholders whose interest are related with the community engagement practices on that particular areas. Developing effective communication platforms is one of the key concerns of the present study as it focuses on eliminating internal conflicts and dilemmas within the local area of the UK. However, the study is considers the effectiveness of personal development of the group member involved as a key stakeholder.

### **Discussion**

Community engagement practices comprises set of activities and action. The overall and active participation of the team members and key stakeholders made the practices effective and successful. Hence, the motivating them for acquiring their active participation is one of the crucial activities to develop community engagement approaches for the local areas of the UK. I have been identified that actively participation bring communal well-being and betterment within the society wherein I live (Ryan *et al.* 2020). Children in our society is very much concerned and abided towards the social practices. Moreover, adults and old-aged people in our society is shows

their willingness to involve such practices as it ensures their benefits in terms of social well-being and personal development. Hence, I can interpret that overall participation of every people in my society would make the practice effective and successful. Moreover, I can feel my won involvement would results positive and fruitful on such practices.

Cultural literacy rate is one of the significant matrices and parameters for any society that gauges strength of relationship between people within the community. However, positioning himself into multi-cultural environment is more crucial in context of globalization and cultural diversification. Mutual exclusiveness within the society promotes cultural diversification and provides equal opportunity to the people without considering social discrimination within the community. In addition to this, multi-cultural development within a society would results better understanding and provides supports and cooperation from the society.

To be culturally fit into the community, an individual should obtain various interpersonal skills and abilities as local leader (Ashworth *et al.* 2021). I have believed that a local leaders should be cooperative and socially conscious. This is good characteristics that I had learned while developing the reflective writing. Moreover, a local leaders should be informative and full of empathy that requires to demonstrates other feelings, ideas and perceptions.

Possessing the ability to be a good president is beneficial in all situations. As a manager matures and evolves in the context of everyday life, each individual inside the neighborhood must mature and expand as well (Ashworth *et al.* 2021). There seem to be numerous characteristics that I believe are essential for local leaders, the much more significant of which should be associated with people, management, and cultural awareness.

The importance of community engagement in any community cannot be overstated. The program has taught me that being involved in society goes much further than simply working at a homeless shelter once every year or engaging in a prepared food collection. In order to build proper success, it is necessary to remain persistent and conscious of the difficulties that are currently being addressed inside the organization. additional stuff to be displayed. Anyone makes a contribution to the accumulated understanding in his or her unique way. But through collaboration can significant improvement be achieved; it takes a group of people to transform knowledge into actions. My own training and development have revealed to me that I always have a lot more potential and improvement. One program will not be sufficient in teaching me what I want and to understand about community involvement about how to be a successful

leader in the future. Although I was not prepared for it, it has helped me more conscious of the adjustments I must do in need and remain a better aware person (Surenthirakumaran *et al.* 2020). Taking this course has undoubtedly broadened my perspective on the events taking place throughout the world, as well as taught me how to help explain my own neighborhood and the people that live there. It is my hope that the knowledge I have acquired from this program will and may be utilized in my ordinary living for the benefit of myself.

In the process of conducting community engagement program, I have been able to understand that local educational intervention is highly important for the children living in the locality to ensure that they can acquire significant advantages from the program. in the process of conducting this particular community engagement program I have been able to recognize different process of conducting the program (Barry *et al.* 2018). Even I have understood that it is important that children must be held responsible for their own action to ensure that they can exceed the degree of self-development and prepared themselves for addressing the concern of others by participating in local services. Even I have been able to recognize that different social initiatives have variant approaches for measuring the community outreach and the range of participation also rely on its variant. I have communicated with the important members and shareholder for conducting this program to ensure that involvement in community education activities can start with simple services like enrolling individual names and ensuring that they will have access to the health care setting. This work could not be possible without indulging with all the relevant shareholders and establishing proper communication among team members who were also selected from the local community as these people are significantly aware of the issues going on in the locality.

In the process of beginning the community engagement program it was recognized that all the neighborhood and members did not have equal right to share their views and everyone hear it with complete respect and concern. This issue was recognized by me when the output of the community engagement program was not obtained up to the significant mark. After this all the team members have conducted a meeting in which it was declared that everyone will have the equal right to not only share their views but their views will also be heard and respected. this will ultimately help to ensure that the main objective of conducting the community engagement approach set in this particular work can be obtained and the social concern can be focused with complete excellence. It was recognized buy me that the community engagement seeks to

significantly engage the overall community members for acquiring long-term and stable outcome and developing the connection with the students of the locality. it will help all the concern associated with community involvement in education to be developed by providing all kind of financial as well as material commitment to the organization which can be viewed by those who have accomplished their specific attention and interest. Even it can include providing labor suppliers or an amalgamation of all the three aspects which is financial, material commitment and even labor supplies. this intelligence in appropriate community program has helped me to upgrade my ID associated with variant social program and the way it is helpful in concerning one of the most important causes going on in the society. The concern associated with education was considered by me and my team members as it was recognized that it was one of the most sensitive issues to highlight it in the local community of UK.

In the process of developing this particular community the concern was only given by our team to form community education which enable to generate educational possibilities in the local authority of UK (Mitchell *et al.* 2021). In the process I have learnt about developing a source supporting network for ensuring that all the individual member involved in the community engagement program will contribute in developing the towns worth.

In the process of developed in the community engagement program I am recognized that significant community consultation highly important to be considered for developing genuine upgradation it enables me and the communities for writing our own concern and recognizing the significant responses as well as limiting the problem that tend to impact them (Cirulli, 2020). This aspect has enabled me to create the difference about the considered social culture in my locality.

I have also understood about the importance of community engagement as well as communication which support active participation of all the important stakeholders and promote sharing information and consulting them at each and every level. In regard to this an open communication is being developed among all the stakeholders for discussing the important aspects and recognizing conflicts to ensure that it can be managed on time. I am recognizing that in the initial stage of the developing the program the communication among all the stakeholders was weak. But later on, I recognized that stakeholder indulgence is highly important for providing vital data focusing on their perceived advancement and difficulties which is highly helpful in upgrading the future development of the community-based program in UK (Marsh *et*

*al.* 2021). In regard to this, I have recognized that the important stakeholders involved in this particular community engagement program are administrative, faculty member along with this support staff. There are other important stakeholders which include students as well as communities which specify special interest group along with the community members.

In the process of developing this particular community program I along with the community members have adopted some important process of conducting the research. Firstly, we have tried to recognize the social concern important it in my locality. After this the project design and implementation have been considered by involving all the interested local members in the community program. In this process partners' engagement has also been focused. In this process the research has been conducted by undertaking the steps like data collection, analyzing the data and presenting the report. In order to develop an effective community engagement program, I have also come across acquiring a new idea associated with community mapping. In the process of community mapping firstly pre mapping have been considered in which the social issue to be concerned and the goal to be focused is being developed along with community on a regular basis. The second steps involved is mapping. In this stage resources are recognized and mapping tools are being utilized for acquiring information (Ogunrin, 2019). The third stage involved focuses on forming the action plan, acquiring consensus, forming the action plan, and sharing the action plan.

Even in the process of developing the community engagement program we have make utilization of social media platform to deliver our concern among more people. In this process the social media platform has been utilized for asking question, conducting a contact, uploading weekly activities, specifying our community members, conducting lives session, acquiring the feedback, and forming user-generated content to ensure that the social concern can acquire appropriate outcome. In my opinion some of the best strategy and approaches conducted in the community engagement program if educating the personnel to be involved in community education about history of different communities along with the discipline which is vital for diversify business situations. Even the concerned given on training exercises provided to the student for upgrading the interpersonal skill and provided them with appropriate resources are some of the most important strategies which has exceeded the effectiveness of this particular community engagement program.

## **Conclusion**

From the above discussion it can be concluded that in the process of developing the community engagement program I have been able to upgrade different skills which is highly important for a member participating in community engagement program. Even I have come across important knowledge which was only possible to learn by indulging in significant community engagement program which was conducted in the local area of UK. In concern to this I have tried to reflect my overall understanding acquire during this assessment.

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