

Community Engagement
Module code: LCBB4002
Name: Renata Szabo
Student number: 2009640
Lecturer name: Molly Jack

Community Engagement Assignment 2

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Introduction

Community engagement suggests the process of working collaboratively to resolve issues of a community or a group of people in the economy. Quality of lifestyle of the people in an economy can be improvised through the help of community engagement. It has the potentiality for the enhancement of the well-being of the people. Brent Food bank will be chosen for the analysis of the study. The organisation provides the emergency food parcel to the different communities of UK in need. It has the responsibility of managing the well-being of different people in the community. During this crisis of Covid-19, a large number of people in UK will be in need of emergency food services. Homeless people in the economy will require food in this situation.

Reflective study is the piece of paper depicting the personal experience of an individual. It can be significant to understand the scope of improvement of an individual through the reflection of the study. Thereafter, the study will discuss the reflection of the working in the social business. Impact of a social business on the improvement of the quality of lives of people can be identified through the help of the study. Gibbs' reflective cycle will be adopted for the evaluation of the personal experience related to the social business named Brent Food bank.

Reflection

Gibbs' Reflective Cycle

Description

Six stages of Gibbs' reflective cycle have the potentiality to depict the personal experience of an individual. Brent Food bank has the responsibility of community engagement in the economy. Voluntary projects are being adopted by the organisation for the enhancement in the well-being of the inhabitants in the economy. First part of the study has been able to identify the benefits of Brent Food bank in the economy. I have been understood the significance of these voluntary organisations in community engagement. A large number of people have surpassed the poverty level. Almost 14 million people are regarded as the poor in UK. In the scenario of the global pandemic of Covid-19, number of poor people has increased. Thereafter, the organisation has been responsible for helping out the people in this situation.

I have performed the tasks in accordance with the social programmers adopted by Brent Food bank. Communication of the information has been experienced in the organisation. Stakeholders of Brent Food bank is the donors, beneficiaries and the management of the organisation. Brent Food bank connects to its donors through the help of social media. Facebook and Instagram along with the official website of Brent Food bank are being used for the promotion of its social program. I have been able to promote this program through the help of social media due to this global pandemic. It has become an important strategy to connect with the people in need as well. Communication along with decision-making, negotiation and assertiveness are the qualities that can help in community engagement. I have developed communication skills during the completion of the project. Implications of the social business can be analysed through the help of the accomplishment of the study.

Feelings

The community engagement session has taught me what I actually can do. Initially, I felt empowered by my class that I am able to help people. In fact, I have learnt about what I can do to make a difference. Community engagement refers to assist and desiring to make a variance. I think this is essential for having a robust foundation before beginning anything.

I used to know that this is the procedure of working cooperatively with a group of people connected by a special interest and some same situations for addressing problems influencing the well-being of such people. However, now, I have understood that there are some interpersonal skills, which include decision-making, problem-solving, negotiation skills to make a good market campaigns and posts.

After having the lesson and the course work, I have established an insight on the importance of the other team members' views in linking with them. This coursework has given me an opportunity to develop a stakeholder engagement plan for a community project, which has motivated me to have a deeper perception on community engagement. Due to such knowledge and information, I can easily plan with 5 stages of planning. At present, I am motivated and ready to get out in the field and help people regarding sustainable community.

Evaluation

My learning experiences taught me the principles of community engagement. The experience of learning to connect with people, interacting with them and building relations were good. The tutors were cooperative and interactive so that I could understand the details of the topic. I feel confident of my understanding of community engagement after having completed assignments, which identified the different stakeholders, and the platforms through which they can be reached. The understanding of multiculturalism and the impact of external factors was a good experience which led to a holistic learning experience.

I had a good experience in learning the terminologies associated with the topic of community engagement. The proper understanding of various terms also led to increased understanding of the subsequent lessons. The experience of learning the models and the principles of community engagement were also enjoyable owing to multiple examples having been cited and additional reading which I undertook after classes. I have been brought up to respect diversity and I enjoyed the aspects where we were instructed on considering the diversity of communities. The experience of learning about planning community engagement initiatives was also pleasant and the learning outcomes were also examined in assignments where I successfully made recommendations for an organisation for their community engagement program. I also enjoyed the lessons on the standards and best practices of community engagement.

The experience of learning about the suitability of community engagement programs was also good. Learning about the interdependence of communities and local resources was also an engaging experience.

The experience of learning about the tools of community engagement was inadequate owing to the lack of practical experience in the use of the tools and platforms. There is theoretical knowledge but a lack of practical understanding how to manage public meetings, workshops and forums. There was also inadequate understanding of the concept of “future search”, which was perhaps given lesser importance than it deserves. Focusing on the future of communities was a positive learning experience but the lack of practical experience led to inadequate understanding that was backed only by theory.

Analysis

The learning experience might have been more enriched with more case studies and practical experience. The major part of the experience of the subject was positive owing to enriching class sessions where the tutors ensured that I could grasp all the concepts. The theoretical knowledge acquired is sound but I have doubts on the implementation of the concepts owing to the diverse nature of communities and the varying nature of issues facing them.

The learning about the tools and platforms of social engagement can be improved by giving students access to such tools of creative arts and community mapping so that I can learn from my mistakes. I am well-versed in the usage of social media but I have no experience in community engagement over such platforms. There can be mock public meetings and mock-workshops conducted by tutors and students so that I can get exposure to the kind of environment in these settings so that my community engagement skills can be developed.

There also has to be more focus on the topic of “future search” so that my understanding of community engagement can be complete and I can learn how to anticipate the needs of communities in the future. The focus on sustainability by different organisations leads to increasing importance for assessment of the needs of communities. There is an overall overdependence on theory in some aspects where it is crucially important for me to learn practically to make the best of my future prospects. These issues, which have led to inadequate learning, have to be addressed.

Conclusion

It can be concluded that my application of my knowledge of community engagement has been examined through assignments. I have been able to apply theory in the organisational context successfully but I feel ill prepared to deal with practical experiences of several aspects. I have to work to develop my abilities in managing the tools of community engagement such as creative arts and community mapping. I also have to learn to use social media with respect to community engagement for greater understanding of the practical issues involved in such endeavours. I have to develop my skills in managing offline community engagement tools such as public meetings, workshops and focus groups.

I also have to read more about concepts such as “future search” so that my understanding of community engagement is complete and I can apply these concepts in my application of my knowledge as well. I have to follow up on my class sessions with greater reading of relevant material and case studies of diverse organisations.

Action plan

Action plan can be made based on the SMART goals. SMART objectives focus on determination of objectives that are specific, attainable, measurable, time bound, and realistic or relevant.

Objectives	Specific	Measurable	Attainable	Realistic or relevant	Time bound
Development of practical experience in using tools and platforms specific to community engagement	Development of practical experience in using tools and platforms specific to community engagement such as social media	It can be measured that success is achieved through effective use of social media platforms in community engagement	Through community mapping and creative art, practical experience will be gained.	This goal is relevant in improving practical experience in community engagement.	3 months
Learning about future search strategy in context to community engagement	Learning about future search strategy in context to community engagement so that expectation of community members can be identified	I can measure through improvement in knowledge about community expectations that the goal is attained.	I can learn through online learning tools about future search strategy in respect to community engagement	This is realistic that by learning through online tools, my knowledge on future search strategy will be developed.	6 months
Gaining experience in community engagement activities such as workshops	Gaining experience in community engagement activities such as workshops to develop practical skills on the same	Success can be gauged when practical skill be developed in community engagement	Mock sessions between students and teachers can be helpful in gaining practical experience	The goal is relevant for development of practical experience and skills.	6 months

Conclusion

In conclusion, it can be stated that people sometimes have the reputation that community establishing accidentally occurs on its own. This seems like the call across the brand establishes by itself as well as relationships and conversations develop organically. In case of online business for length of time, but one will understand that well community engagement holds dedication, hard work and careful planning. After conducting the whole study based on community management, it can be concluded that beyond ensuring that the community managers are on track for hitting the community engagement metric every month, ongoing involvement establishes the sense of motive as well as deep going for the community members. It can be stated that people require caring regarding their community in case they are going for acting for the advantage of their individual community.

Activities in this coursework, has involved various stages and huge knowledge has been successfully gathered. Due to this knowledge and skill implementation, one can get people to link by solidifying the bond, which is being established by getting individuals excited regarding something. One of the prime advantages of this coursework is the input of the community and the practical experiences. This is essential to have a reliable interest in what a person has for saying. While one sees an exciting discussion, this is mandatory to mention this and begin a new subject related to this. The basic needs of this study implement several forms of community engagement strategies. The way to select the appropriate engagement strategy is the foremost understanding what phase of lifecycle of online community chosen community is presently in. creating tangible success with these strategies will regulate the sustainability of the community call engagement.

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