

## 17.2 Approach to Engagement and Communication

It is important to maintain consistent and clear communication throughout the decision-making process and implementation of planned and future projects. Early and frequent engagement is recommended to ensure that the voices of the University's communities are heard and inform the project outcomes.

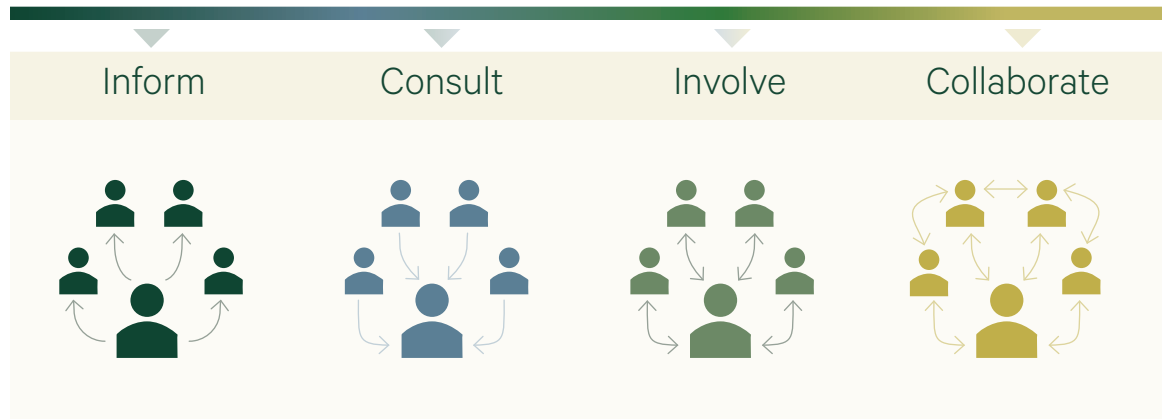
Early engagement is critical to authentic participation. Similarly, a clear and effective report back process is essential to explaining how inputs and ideas are considered, and where relevant, reflected in project outcomes.

### Engagement and Communications Objectives

- » Identify the relevant audiences and level of engagement required. As a general rule, groups that are directly affected by the initiative require a greater level of involvement and collaboration. Refer to Table 5 as a guide for the various levels of engagement, their associated community participation goal, and sample techniques (page 195).
  - » Ensure protocols for engagement and communication are communicated, from the outset of respective strategic initiatives and projects.
  - » Provide regular updates on the progress of plans, and how these initiatives contribute to the University's academic mission, priorities, responsibilities, and the guiding principles/goals of the TLNAP.
- » Be transparent and consistent with the expectations of and promise to the public.
  - » Apply appropriate engagement tools and techniques that reflect the level of engagement required to effectively reach the identified audience.
  - » Use consistent methods of communication to allow audiences to easily check for updates – for example, the Trent Lands website, newsletter, and social media. Engage with campus and community groups to utilize their communication vehicles to have greater reach.
  - » Continue to focus campus engagement during the Fall and Winter terms.
  - » Report back with key takeaways, lessons learned, and next steps.

Ideal points of engagement throughout the development process are identified on Table 6 in Section 19.1 below.

**Table 5:**  
Levels of  
Engagement



	Inform	Consult	Involve	Collaborate
Community Participation Goal	Inform the community with information and data to assist in understanding the opportunities and constraints, options and/or solutions.	Consult the community to attain feedback on presented analysis and mapping, options and/or decisions.	Involve the community in workshops throughout the process to ensure feedback and aspirations are understood.	Collaborate with the community at each step of the process including development of options, and seek identification of the preferred solution.
Promise to Participants	Keep participants informed of progress and next steps.	Keep participants informed, hear and acknowledge receipt of concerns, aspirations, and share how input influenced the decision.	Ensure participants have multiple opportunities to influence the options developed and share how input influenced the decision.	Look to participants for advice and innovation in formulating options and solutions, and incorporate advice to the extent possible.
Example Techniques	<ul style="list-style-type: none"> <li>» Newsletters</li> <li>» Website</li> <li>» Virtual and/or On-Campus Open Houses</li> <li>» On-Campus Pop-Ups</li> </ul>	<ul style="list-style-type: none"> <li>» Surveys</li> <li>» Focus Groups</li> <li>» Virtual and/or On-Campus Meetings</li> </ul>	<ul style="list-style-type: none"> <li>» Polling</li> <li>» Virtual and/or On-Campus Workshops</li> </ul>	<ul style="list-style-type: none"> <li>» Advisory Committee / Focus Group</li> <li>» Consensus-Building Techniques</li> </ul>

### Engagement with the Michi Saagiig First Nations

The implementation of the TLNAP will require continued respectful, effective, and meaningful engagement with First Nations. Indigenous engagement plans may be created for:

- » Ongoing community engagement and communications reaching First Nations and Indigenous communities;
- » Implementation of land use and stewardship plans;
- » Updating of baseline Indigenous Traditional Knowledge studies; and
- » Conducting new, site-specific Indigenous Traditional Knowledge studies.

These Indigenous engagement plans may also benefit Trent University in many other areas including academic and business planning.

### The following Indigenous Engagement principles will be reinforced:

- » **Indigenous-led Engagement** – The success of an engagement process for First Nations, Métis communities and representative Indigenous organizations should always be led and advised by the Indigenous people themselves. The community engagement meetings and Indigenous Traditional Knowledge workshops should be led by skilled and knowledgeable Indigenous people.
- » **Diversity and Inclusion** – Trent University recognizes and is committed to building engagement processes that respect the diversity of all Indigenous nations within the project area including Michi Saagiig Anishinaabe and Métis communities, First Nations residents living both on and off-reserve, and respect for Indigenous students, faculty, and staff of other Indigenous nations.

- » **Anishinaabe Values** – All engagement activities will be guided by traditional Indigenous values including the Seven Grandfather Teachings of the Anishinaabe (Love, Respect, Bravery, Honesty, Humility, Truth, Wisdom).
- » **Co-Creation** – Trent University will endeavour to co-develop Indigenous engagement plans and activities with First Nations and Indigenous peoples themselves. Advice and co-creation can make use of existing and ongoing forums including the Michi Saagiig Consultation Liaisons and the Trent Elders and Traditional Knowledge Keepers Council.

### Expanding the Conversation

Trent University has an opportunity to provide community leadership by engaging experts and thought leaders in forums and community events that can inform projects, advance knowledge, and contribute to the sharing of best practices. Examples of possible forum topics include regenerative farming practices, nature-inclusive design, low-impact development approaches, and post-carbon building technologies.