

## Community Engagement

Community engagement brings together community building, community organizing, and community leadership to improve lives and strengthen communities. We are faced with the increasingly difficult challenge of stabilizing our communities and neighborhoods in the face of the devastating impact of economic disruptions and dislocation, foreclosure, joblessness, and diminishing traditional resources. Bricks and mortar alone are not the answer.

Traditional involvement models no longer suffice. These models are impeded by the real stress of longer commutes, multiple jobs, and larger numbers of families caring for the young and old simultaneously. The resiliency of community leaders is tested like never before; yet their boldness to invent new ways to engage the community consistently shines.

Participation in nonprofit community development corporations – indeed, volunteerism in general – has matured beyond simply going to meetings or helping at the local charity. Community organizing, community building, and community leadership now come together to engage the whole community to create a better place to live, work, play, and worship.

Bringing together the traditional interests of residents, business, and government now expands to include social entrepreneurs; youth; on-line participants; the non-English speaker; renters as well as homeowners; the unemployed as well as the employed; the one-time volunteer as well as the fervent activist; newcomers as well as established residents. How decisions are made at the local level have become increasingly critical – and linked – to regional, national, and international issues. Today we are challenged with building our human capital, strengthening relationships, and connecting people to act in ways that yield tangible, measurable results in our communities.

New and emerging issues require new tools, techniques and approaches. Some of these include: greening our neighborhoods; effectively managing family wealth and health; connecting the local economy to civic and volunteer participation; bringing to the decision process the voices of underserved communities; and tapping into the on-line world while reaffirming face-to-face connections.

**Community Organizing. Community Building. Community Leadership.**



PROFESSIONAL CERTIFICATE IN

# Community Engagement



### NeighborWorks® America

NeighborWorks® America creates opportunities for people to improve their lives and strengthen their communities by providing access to homeownership and to safe and affordable rental housing. Since 1991, we have assisted nearly 1.2 million low- to moderate-income families with their housing needs. Much of our success is achieved through our support of the NeighborWorks® network more than 230 community development organizations working in more than 4,400 urban, suburban and rural communities in all 50 states, the District of Columbia and Puerto Rico. In the last five years, NeighborWorks® organizations have generated more than \$15 billion in reinvestment in these communities. NeighborWorks® America is the nation's leading trainer of community development and affordable housing professionals. [www.nw.org](http://www.nw.org)

### Community Engagement

c/o NeighborWorks® America  
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It is through community engagement that people connect to improve lives where they live. Community engagement brings together individual, institutional, and social network interests to serve the common good. It is through the community building, community organizing, and community leadership that community engagement happens. Community engagement thrives when partnerships, collaborations and coalitions are nourished. Its values are rooted in inclusion, tolerance, and active participation. These values and context are operationalized in a real-world environment that is first and foremost diverse. Diversity is the driving cultural paradigm of successful community engagement. Ultimately it is through connecting people that communities thrive.

The NeighborWorks® Training Institute has designed the Community Engagement Professional Certificate Program to help community development practitioners, funders, key volunteers, residents, public officials and others meet their community engagement challenges. The Community Engagement content area addresses this topic as a people-focused process drawing on the strength of the collective capacity of stakeholders, organizers, and the affected constituency. This program consists of a series of courses that together provide the conceptual framework, specialized tools and interpersonal and technical skills necessary to accomplish successful community engagement through community organizing, community building, and community leadership.

## Candidates

Interested individuals at all levels of increasing responsibility may enroll in the program to earn a Professional Certificate in Community Engagement. This program is particularly valuable for:

- » Community organizers and outreach staff;
- » Resident leaders and key volunteers;
- » Staff, boards, and executive directors of community development and community service organizations;
- » Public sector staff and managers who engage communities for input; and
- » Program evaluators and funders.

A professional certificate in Community Engagement is awarded to individuals who successfully complete six required courses, two electives and a final applied assignment. Candidates must pass the tests for the applicable required courses. It is possible to complete program requirements in as few as three institutes and, with prior approval by training division staff, candidates may receive credit for relevant courses taken no more than two years prior to enrollment in the professional certificate program.

## Required Courses (2-Day Courses)

- » CB101 Building Community: The Basics and More
- » CB103 Building Powerful Community Partnerships, Collaborations and Coalitions
- » CB104 Community Leadership: Who Leads, Why and How
- » CB110 Community Organizing: Beyond Mobilization, Volunteerism and Outreach
- » CB118 Working in Diverse Communities
- » CB132 Community Engagement: Measuring its Impact

## Elective Courses (1-Day Courses)

- » CB102 Grassroots Leadership Development
- » CB120 Building Communities from the Inside Out
- » CB121 Transforming Conflict into Action
- » CB122 Mobilizing Youth in Community Building
- » CB180 Community Engagement: A Mobile Workshop
- » CB204 Increasing Resident Involvement in your Organization
- » CB250 From Yelling to Jelling: How Neighborhoods and City Hall Can Work Together Better in the 21st Century

## Elective Courses (2-Day Courses)

- » CB116 Working with Faith-Based Institutions in Community Development
- » CB150 Influencing and Impacting Decisions for Your Community
- » CB160 Powerful People and Effective Programs: We Need Both for Stronger Communities
- » CB240 Engaging Neighbors in the Stabilization of Their Post-Foreclosure Neighborhoods
- » CB280 Taking Green Action in Your Community
- » CB320 Value-Based Community Organizing
- » CB340 Civic Engagement: Building Accountability and Commitment
- » CB701 Youth Leadership: Training for Maximum Impact
- » CB704 Community Organizers' Forum
- » CB720 Community Engagement Forum

## Community Engagement Enrollment Form

Please complete this enrollment form and return it with the \$100 nonrefundable enrollment fee to NeighborWorks® America at the address below. Please complete all blanks (use N/A if a section does not apply) and please print. Enrollment cannot be processed without payment.

Mr.  Ms. \_\_\_\_\_

Position/Title \_\_\_\_\_

Organization \_\_\_\_\_

Organization Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Office Fax \_\_\_\_\_

Office E-mail \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Home Fax \_\_\_\_\_

Personal E-mail \_\_\_\_\_

How long have you been in your current position? \_\_\_\_\_

How long have you been in the community development field? \_\_\_\_\_

What is the highest level of education you have completed?

- Some high school  High school diploma/GED  Some college  
 Bachelor's degree  Master's degree  Doctoral degree

Please specify any degrees or professional certificates you have earned:

\_\_\_\_\_

Which sector do you represent?  Public  Private  Nonprofit

Are you affiliated with a NeighborWorks® organization?  Yes  No

## Payment Information

Professional Certificate enrollments will not be processed without the \$100 nonrefundable fee per program.

Check enclosed. Check number \_\_\_\_\_ (payable to NeighborWorks® America)

Charge my credit card:  Visa  MasterCard  American Express

Card # \_\_\_\_\_ Exp. date \_\_\_\_ / \_\_\_\_

Name as it appears on the card \_\_\_\_\_

Authorized signature \_\_\_\_\_

Please return this form and the \$100 enrollment fee to NeighborWorks® Training Institute, Department 167, Washington, DC 20055-0167. (This is a P.O. box and cannot receive FedEx shipments.) You can fax the form with credit card information to (202) 376-2168. For more information, please call (800) 438-5547, (202) 220-2454 or e-mail curriculum@nw.org.