

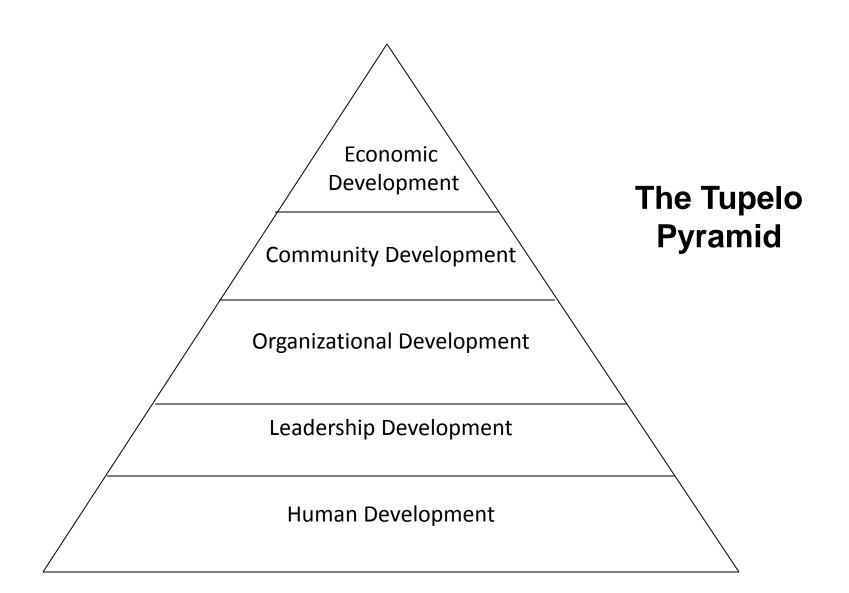
How the Work Actually Gets Done - Connections Flow to Value

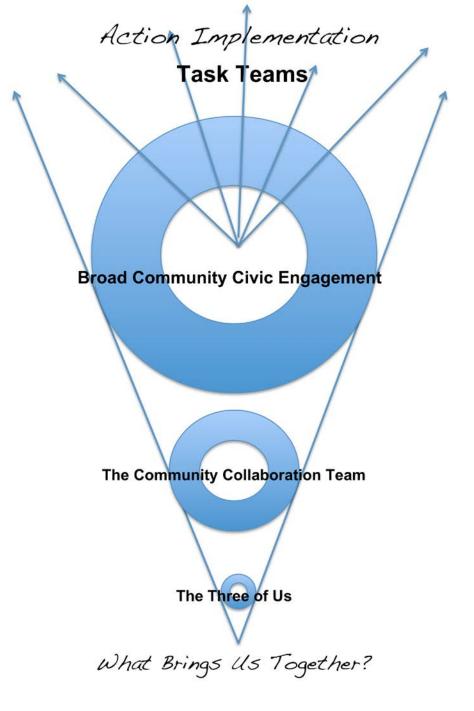


## The Importance of Civic Engagement

## **Interaction with the Public**

Process	Description	Leader's Role	Citizen' s Role
Public Relations	Builds a positive relationship between person/entity and the public	Initiator	Consumer (Passive)
Public Education	Raises awareness about a particular issue	Educator	Pupil (Receptive)
Public Input	Collects public preferences, concerns and/or reactions	Convener & Implementer	Client (Somewhat Active)
Public Engagement	Fully engages citizens in deliberation, problem solving and action	Partner	Partner (Fully Active)







- Awareness
- Understanding
  - Inspiration
  - Responsibility
- Empowerment