

ASTC 2014

*Knowing your Community: To Be More Interesting, Be More Interested*

## Aspirations

Call someone and ask, “Hi, I’m at a science museum conference. We’re exploring ways to learn more about people’s aspirations for their community. Would you be willing to talk to a friend of mine and answer three quick questions? It will take less than 5 minutes.”

Questions:

1. What kind of community do you want to live in?

2. How is that different from how you see things now?

3. What are some of the things that need to happen to create that kind of change?

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### Public Knowledge:

- Roots your work and decisions in what matters to people.
- Identifies key issues and their connections in language that people use.
- Uncovers a sense of common purpose.
- Enables you to set realistic goals.
- Informs your choices so your work is more relevant and has greater impact.
- In most communities, few leaders or organizations have public knowledge.
- Too often we substitute expert knowledge for public knowledge: Both are needed.

| <b>Public Knowledge</b>   | <b>Expert Knowledge</b>  |
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| Comes from engaging with people around their aspirations, their concerns, how they see their community. | Comes from professional analysis and reporting of statistics, demographics, market research, and audience studies. |
| In plain language that everyone can understand.   | Often in language that only professionals understand.  |

Bill Booth ([Bill@boothlearning.com](mailto:Bill@boothlearning.com))

from The Harwood Institute: [www.theharwoodinstitute.org](http://www.theharwoodinstitute.org)