



LRNG Partner Summits

FACILITATION MANUAL

CENTRAL: Chicago, February 2-3, 2016
Venue: Chicago Public Library
Harold Washington Library Center

DAY ONE: 9:30 AM-5:30 PM
DAY TWO: 9:30 AM-2:30 PM

Details: lrng.eventbrite.com

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Event Staff

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- Cathy Lewis Long, The Sprout Fund
- Matt Hannigan, The Sprout Fund
- Ryan Coon, The Sprout Fund
- Mac Howison, The Sprout Fund
- Ani Martinez, The Sprout Fund
- Tim Cook, LRNG
- Diana Lawson, LRNG
- Leila Toplic, LRNG
- Jessica Garcia-Kohl, LRNG
- Margaret Black, Big Thought

Presenters:

- Michael Robbins, Span Learning › Workforce & Career Connections
- Dustin Stiver, The Sprout Fund › Training & Content Development
- Ryan Coon, The Sprout Fund; Sara Isaac, Salter-Mitchell › Communications
- Robert Friedman, Mozilla Foundation › Youth Engagement
- Margaret Black, Big Thought › Fundraising

LRNG Staff:

- Connie Yowell, CEO
- Jessica Lindl, COO
- JR Sheetz, Videographer



About the LRNG Partner Summits: Overview and Agenda

DAY ONE

Time	Mins	Activity	Responsibility
9:30-10:05 AM	35	Registration & Breakfast	Sprout
10:05-10:15 AM	10	Welcome from Chicago Public Library & Chicago Cultural Trust Meet your neighbor	CPL, CCT
10:15-10:20 AM	5	Video #1	LRNG
10:20-12:15 PM	115	LRNG Presentation: Vision, Movement, Product, Q&A, Benefits	LRNG
10:20-10:40 AM	20	LRNG: History & Vision (Video #2 following talk)	Connie
10:40-11:05 AM	25	LRNG: Movement & Youth Engagement	Que
11:05-11:30 AM	25	LRNG: Product Overview	Tim
11:30-12:10 AM	40	LRNG Q&A Panel	Connie, Jessica, Que, Tim, Leila
12:10-12:15 PM	5	LRNG: Benefits of Participation & City Challenge	Jessica
12:15-1:30 PM	75	Lunch	LRNG
1:30-1:40 PM	10	LRNG Presentation: Existing Playlists	Leila
1:40-2:00 PM	20	Low-Tech Social Network Activity (at tables)	Sprout/Facilitators
2:00-3:30 PM	90	Rapid Co-Design Activity (at tables)	Sprout/Facilitators
3:30-3:45 PM	15	LRNG Resources: Partner Handbook, City Challenge, Office Hours	LRNG
3:45-4:00 PM	15	Q&A + Reflections (from adults and youth)	LRNG
4:00-4:05 PM	5	Final Comment	Connie/Jessica
4:05-5:30 PM	85	Happy Hour at venue	All



DAY TWO

Time	Mins	Activity	Responsibility
9:30-10:00 AM	30	Welcome & Reflections	Sprout/LRNG
10:00-10:20 AM	20	Workforce Development Presentation & Conversation	Michael Robbins
10:20-11:05 AM	45	Training and Content Development Presentation & Activity	Dustin Stiver
11:05 AM-11:50 PM	45	Communication and Outreach Presentation & Activity	Ryan Coon & Sara Isaac
11:50 AM-12:45 PM	55	Lunch	LRNG
12:45-1:30 PM	45	Youth Engagement Presentation & Activity	Robert Friedman
1:30-2:15 PM	45	Fundraising Presentation & Activity	Margaret Black
2:15-2:30 PM	15	Reflections, Resources & Final Comment	LRNG
2:30-4:00 PM	90	Networking & Optional City Walking Tour (offsite)	Chicago Architecture Foundation
<i>*LRNG Office Hours available throughout the day</i>			



Facilitator Responsibilities

- Facilitators should plan to **arrive at the venue at on both days 9:00 AM.**
- **Expect a diverse crowd of up to 200 people** comprised of stakeholders with varying levels of experience and expertise with LRNG, digital badging, and Connected Learning. Use your knowledge wisely to help them: Don't dominate conversations, and feel free to help out if people are confused.
- **Sprout will introduce facilitation activities from the stage;** you will be our eyes and ears in the crowd.
- You will be **responsible for moderating the activity happening at one table** at the event. About 10 people will be assigned to each table.
- **Day Two will likely feature fewer participants,** and participants will **not be assigned to tables on Day Two.** Sprout team members will still assign facilitators to tables on Day 2, likely that morning as needed.
- **Be cognizant of how much time you are spending with each activity.** The schedule is tight and we need your help to use our time wisely and make the most of the summit.
- **Make sure that all attendees are participating in meaningful ways,** especially students! Day One will likely include several youth attendees, who will be in high school or college.

Notes:



Summit Facilitation Design

This two-day summit will bring together anchor organizations, government leadership, corporations, and program partners to begin the co-design and organizational processes that will lead to the roll-out of the first cohort in summer 2016. Additionally, we hope to have several youth in attendance to participate in the activities.

In the afternoon on Day One, attendees will be seated at round tables of ~10 participants with one facilitator at each table. Each table will include a mix of participants with different organizational affiliations and from different cities across the country. Facilitated activities will focus on orienting people to Connected Learning and the LRNG Platform.

Day Two will feature a deep dive into the details of implementing LRNG with individual program partners.

Participants will watch a series of presentations that explore key components of this work and participate in a series of activities that build on key takeaways from those presentations. Meanwhile, LRNG staffers will be available throughout the day at an “office hours” station where attendees can ask more detailed questions about participation with LRNG for their particular organization.

By the end of the summit, all attendees will have created content and engaged in activities that will better prepare them to complete the application to join the LRNG 1.0 cohort in 2016.

The facilitation instructions in this manual are inspired by and adapted from the following publications:

- *Innovating for People: Handbook of Human-Centered Design Methods* by the LUMA Institute
- *Universal Methods of Design* by Bella Martin and Bruce Hanington
- *101 Design Methods: A Structured Approach for Driving Innovation in Your Organization* by Vijay Kumar



Facilitation Activities: DAY ONE

Arrive at the venue by 9:00 AM. Help with general set-up and registration.
At ~10:00 AM, be seated around the room in chairs as available.

9:30-10:05 AM › Registration & Breakfast

10:05-10:15 AM › Welcome & Introductions

Session led by CPL & CCT

- From 10:05 to 10:15, staffers from the Harold Washington Library and the Chicago Cultural Trust will welcome attendees to the summit and invite attendees to introduce themselves to their neighbors.
 - *Sprout will develop slides that include the names of organizations and cities represented.*

10:15-10:20 AM › LRNG Video

Presentation by A/V team

10:20-10:40 AM › History and Vision of LRNG (End segment with Video #2)

Presentation by Connie Yowell

Goal: Explain LRNG and the framework of Connected Learning; its history so far, its potential, and the road ahead.

Task: Develop 20 mins of content (including PPT slides) to orient attendees to the history of the work and the vision for LRNG.

Deliver a high-quality, compelling presentation about LRNG, the history of this work and the vision for the future. Include information about the value proposition, including how LRNG will help organizations do the following:

- **Close the Opportunity Gap:** Transform how young people access and experience learning
- **Connect the Learning Community:** Connect the broader learning network of schools, museums, libraries, businesses and community organizations to scale a strong community of practice
- **Increase Discoverability:** Provide an engaging way for youth to find and access all of the learning opportunities across a city
- **Capture and Validate Learning:** Ensure all learning across the city, not just within the four walls of school, is captured and validated in the form of digital badges
- **Unlock Opportunities:** Design and distribute real world opportunities for youth
- **Scale and Share:** Make best-in-class learning opportunities accessible to youth anywhere, not just within their local communities

10:40-11:05 AM › LRNG Movement and Youth Engagement



Presentation by Que Gaskins and Youth

Goal: Outline the movement behind LRNG and its impact on youth.

Task: Develop 25 minutes of content (including PPT slides) to orient attendees to the LRNG movement. Unpack slogans like “learning as a lifestyle” and describe the youth-facing branding that’s been developed for LRNG. Express how cities and partner organizations can join the movement and understand how it will serve youth.

11:05-11:30 AM › LRNG Product Overview

Presentation by Tim Cook

Goal: This presentation will orient attendees to XPs, Playlists, and Badges, as well as other aspects of the platform’s 2016 feature set.

Task: Develop 25 minutes of content (including PPT slides) to orient attendees to the functionality of the LRNG platform. Deliver a presentation about the elements of the LRNG platform (e.g. XPs, Playlists, and Badges)

11:30 AM-12:10 AM › LRNG Q&A

Panel discussion featuring Jessica Lindl, Connie Yowell, Que Gaskins, Tim Cook, Leila Toplic

Goal: Give attendees the opportunity to ask questions about the vision, brand, and product. Ensure that appropriate LRNG team members are available to field those questions.

Steps: Field questions from the stage in a panel discussion format.

- First, introduce the panelists. Then, ask LRNG staff members around the room to stand and introduce themselves. This will help attendees identify LRNG staff members who they might seek out over lunch and over the course of the two-day summit.
- Next, field questions from the stage that relate to the previous presentations.



12:10-12:15 PM › Benefits of Participation & City Challenge

Presentation by Jessica Lindl or Connie Yowell

Goal: Outline the next step that attendees can take with LRNG in 2016.

Task: Develop 5 minutes of content (including PPT slides) that describes next steps for attendees.

- Explain the City Challenge and its accompanying application process.
- Announce ongoing Friday “office hours” via Crowdcast that will support the application process.
- Describe different pathways that organizations can pursue to become involved with this work.

12:15-1:30 PM › Lunch

No formal facilitation

Goal: Give all attendees a chance to take a break and regroup.

Steps:

- Lunch will be informal, with no set discussion topics.
- However, LRNG Staff members should plan to join attendees for lunch and welcome questions about LRNG’s work. This is a great time for networking.

******For the afternoon session: attendees will sit at assigned tables scattered around the room. Dustin will announce this from the front of the room to get people seated in the appropriate spots and to reshuffle tables as needed.***

1:30-1:40 AM › Existing Playlists

Presentation by Leila Toplic

Goal: This presentation will orient attendees to the existing global playlists connected with workforce development themes.

Task: Develop 10 minutes of content (including PPT slides) to orient attendees to the existing global playlists. This talk should help attendees understand how XPs, playlists, and badges function and how they might tangibly connect with workforce-ready skills.



1:40-2:00 PM › Low-Tech Social Network Activity

Session led by: Facilitators with attendees at their tables

****For all facilitated activities: Dustin will introduce the activity from the front of the room, and then table-based facilitators will take over.*

Goal: Introduce attendees to one another and start to build common ground in advance of the afternoon's primary activity, the rapid co-design session, which comes next.

Steps:

Overview, Introductions, and Explain the Activity (5 minutes):

Introduce yourself and **explain your role to the group**. You will be facilitating the conversation throughout the afternoon. You are there to serve as an impartial moderator to advance the work of the group.

Then, **explain the activity** and how it works. Give the participants clear instructions: "As a group, we are going to build the social network that's at our table right now. We're going to use our table and these sticky notes to do it. But first, we need to create the most fundamental element of the network: who you are. Start by taking a sticky note and drawing your profile pic. Make sure to leave room to write some text at the bottom."

Create the profile pics. After a short period of time, the participants should have drawn a self-portrait on a sticky note. Instruct them to add their names and two "tags" that describe topics they are interested in. These might be broad terms like "arts education" or "workforce development" or they might be more specific.

Make the connections. Next, have each participant introduce themselves by describing their sticky note and placing it in the center of the table. As they place their sticky notes, look for connections: Should they be grouped by geography? By organization type? By tags? This will allow attendees to start to see how they connect, what they have in common, and how they can work together in the activity ahead.



2:00-3:30 PM › Rapid Co-Design Session & Report Outs

(Statement Starter Activity, XP and Badge cards)

Session led by: Facilitators at tables (Dustin, Tricia, Matt, Ryan, Mac, Ani, Cathy, Leila, Diana, Tim, Margaret, Jessica Garcia-Kohl)

Goal: Working together at tables, attendees will apply what they learned in the tech demo to create XPs, one playlist, and one badge in a rapid co-design activity.

Tasks: First, the table will collectively **choose one topic** to tackle. Then, attendees at the table will **brainstorm, discuss, and refine XPs**. Then, attendees will **organize the elements into a playlist** and **define a badge** that culminates the work of the XPs within that playlist. Finally, they'll identify opportunities that will be unlocked when a learner earns this badge. The last portion of this afternoon session will allow each table to **share out** their work to the entire room.

Choose a Topic using Statement Starters (up to 5 minutes): *(Caveat: Chicago attendees interested in workforce development will be grouped at a table where they'll focus on developing XPs explicitly connected to workforce development; other tables may choose any topic.)*

Have each attendee fill out a card called a "statement starter" in this format: "I want to design a playlist about..." They should insert a topic or area of interest. Encourage attendees to think expansively about how LRNG's movement and product might help them transform learning for the youth that they serve. Have them think about the connections that were discovered during the low-tech social network activity. When they are finished writing, have them hold on to their cards until time has elapsed.

Group Discussion (5 minutes): After everyone has completed a statement starter, then have each person share out their responses and discuss points of convergence and divergence. Look for common themes and points of diversion. Be mindful of unique ideas and common challenges. Possible topics include: Coding, Media Making, Robotics, Bioengineering, Design, History, Gaming. A good topic will be one that's emotionally engaging for your entire table and sufficiently complex to demand the creation of multiple XPs. If you are having trouble landing on a topic, consider choosing something universal like cooking.

I want to design a playlist about...

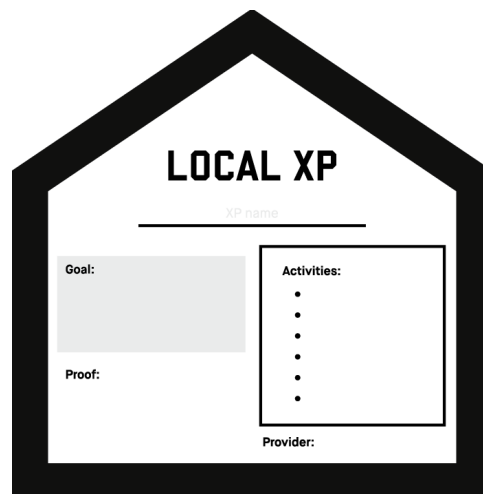


Solo XP Design (15 minutes):

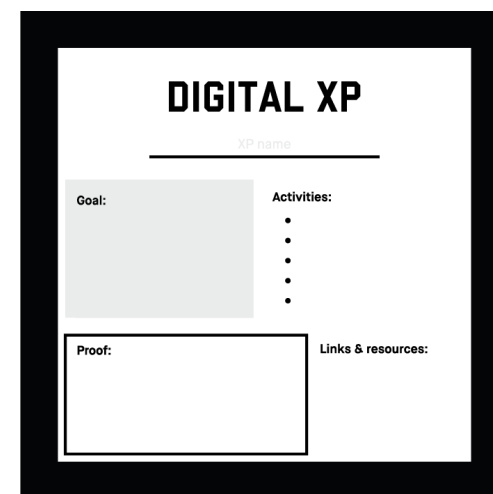
Working solo, each attendee should use an XP design card to outline an XP. This can be an existing experience or one that should be created in their community. The XP can be either digital or local (*digital are shaped like squares, local are shaped like houses*)

Once everyone has designed an XP, ask each person to spend ~2 minutes describing the XP to the group. Encourage participants to ask clarifying questions.

**Keep a running list of questions that people have about XPs.*



A house-shaped template for a Local XP. The title "LOCAL XP" is at the top. Below it is a line for "XP name". The main body is divided into three sections: "Goal:" on the left, "Activities:" in the center (with a list of five dots), and "Proof:" on the right. At the bottom right is a box for "Provider:".



A square-shaped template for a Digital XP. The title "DIGITAL XP" is at the top. Below it is a line for "XP name". The main body is divided into four sections: "Goal:" on the top left, "Activities:" on the top right (with a list of five dots), "Proof:" on the bottom left, and "Links & resources:" on the bottom right.

Assemble a Playlist & Unlock Opportunities (20 minutes):

Using the XPs that your table created, stitch them into a sequenced playlist – stand up and lay them out on the table. Then, come up with a narrative that describes your playlist and the opportunities that are unlocked by completing it.

This description should include information about who this playlist would appeal to and how youth would access this playlist and its activities. Ask questions like: Why would anyone want to complete this playlist? What's missing from the playlist? How can this playlist be improved? How does this playlist connect learning to the lives of youth? What opportunities are unlocked by completing this playlist?

Group Badge Design (30 minutes):

As a group, the table should identify a scribe and use the badge design card to design one badge based on the variety of XPs that have been identified and the playlist that's been developed. It will be a challenge to develop a badge that fits all XPs, but that's okay, this is just an exercise.

Don't feel like the badge needs to capture all of the learning outcomes. Prioritize the most important learning outcomes or those outcomes that share a common theme that will fit well into a single Badge.

Report Out (15 minutes):

Each table will report out to the group with their playlist, badge, and XPs. Select a representative or representatives from your table to report out. If you have youth at your table, strongly encourage them to be the reporter for your group, if they are willing.

The spokesperson should not read every XP that your group developed. Instead, have your spokesperson speak to the overall narrative that your group developed and highlight key learnings that emerged during the activity.

BADGE

_____ badge name

Describe the achievement.

Who will assess the proof?

☐ educator ☐ peer

☐ self ☐ system

☐ expert

Criteria
(learning outcomes)

Proof
(evidence)



3:30-3:45 PM › LRNG Resources: Partner Handbook, City Challenge Info Sheet, Playbook, etc.

Presentation by Jessica Lindl, Connie Yowell, or Tim Cook

Goal: Outline the next steps that attendees can take following the summit, including the City Challenge.

Task: Develop 15 minutes of content (including PPT slides) that describes the services that all cities and organizations selected to join the initial LRNG cohort will receive:

- Early access and no charge use of the LRNG platform through August 31, 2016
- Invitations to public launch events with other national partners and celebrities
- Comprehensive support services through August 31, 2016, including:
 - **Helpdesk:** Customer service and technical assistance to aid your staff and partners with the platform
 - **Online Training Sessions & Knowledge Sharing Events:** Ongoing partner orientations, train-the-trainer instructional sessions, topical conversations, and chats with LRNG experts.
 - **Instructional Materials:** A set of re-mixable resources for partners to run LRNG trainings for internal staff or groups of local partners; includes slide decks, worksheets, facilitation guide, agenda, event plan, and supporting media (available March 2016)
 - **Partner Handbook:** A manual to help new partners understand LRNG and begin designing learning XPs, Badges, and Playlists
 - **Fundraising Toolkit:** An in-depth guide and set of templates to support partners in pursuing local funding or collaborative grant applications related to LRNG
 - **Office Hours:** online on Fridays through February 19th at <http://crowdcast.io/wearelrng>

3:45-4:00 PM › Q&A + Reflections (from adults and youth)

Led by Connie or Jessica

Goal: Capture final thoughts and reflections from selected attendees. Close the day with a final word that sums up the day's key learnings and officially closes the day's events.

Tasks:

- Facilitators will be on the lookout for attendees who make helpful comments or have especially insightful reactions to the day's activities. Those attendees – and others who volunteer – will be encouraged to share out their reflections on the day's activities and their overall impressions of LRNG.
- A team member from LRNG or Sprout will close the day by previewing the next day's activities and surveying the crowd to see how many plan to attend the following day's events.
- Then, that team member should direct attendees to attend the happy hour.

4:00-5:30 PM › Happy Hour (on-site)



Facilitation Activities: DAY TWO

Arrive at the venue by 9:00 AM. Opening plenary session will convene starting at 9:30 AM.

Overview: Attendees will reconvene at 9:30 AM for a large group overview of the day's events. The talks that follow will cover next steps that organizations can take to implement LRNG. Attendees will participate in activities and fill out an LRNG Roadmap along the way: This roadmap should include key steps for each type of organization and focus on the ongoing outreach work that would be necessary for engaging youth in these programs and fostering their ongoing involvement.

9:30-10:00 AM › Welcome Back, Reflections, Overview of the Day

Session led by: Dustin Stiver/Jessica Lindl

Goal: Reconvene the group and preview the format for the day. Ask for reflections from attendees. Present the LRNG Roadmap, which attendees can use at the end of each talk to begin sketching out the specific steps their organization will take to implement LRNG.

Tasks:

- Reflect on Day 1
- Outline the agenda for Day 2
- Divide attendees into groups (either by city or organization)

10:00-10:20 AM › Workforce Development & Career Connections Presentation (No Activity)

Talk led by Michael Robbins of Span Learning/DC City of Learning; Response by LRNG

Goal: Describe the importance of making workforce development and career connections via LRNG. Introduce the group to strategies that have worked well in Washington, DC.

Steps:

- Attendees will listen to a 10-15 minute presentation that sets the tone for the day's talks by offering real-world examples of how Connected Learning can interface effectively with workforce development goals.
- Michael Robbins will invite attendees in the audience from Chicago, Pittsburgh, and Dallas to share their insights on how this work has looked in their cities in previous years. And invite LRNG to comment on the importance of this topic, especially in Chicago.



10:20-11:05 AM › Training and Content Development Presentation (Engagement Timeline)

Talk led by Dustin Stiver; activity facilitated by Sprout

Goal: Orient organizations to the training and content development demands of implementing LRNG in their city.

Steps:

- Following a 10-15 minute talk, attendees will develop an experience timeline that outlines how the onboarding process could proceed in their city.
- Have attendees consider all the possible ways they might recruit, train, and otherwise interact with their partners and map those activities to the timeline.
- List key partners on the left side of the sheet and plot important engagements across horizontally. These engagement opportunities are likely existing events in your city: List these events and start to see different milestones in your city that may interact with your engagement timeline.

ENGAGEMENT TIMELINE

Map out how the training and onboarding process will proceed in your city. How can you build on existing events and activities? Consider all the possible ways to recruit, train, and otherwise interact with partners on this timeline. Highlight the critical checkpoints and milestones along the way.

PARTNER	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP

11:05-11:50 AM › Communication & Outreach (Messaging Grid)

Talk led by Ryan Coon and Sara Isaac; activity led by Sprout

Goal: Orient attendees to the communication and outreach best practices for outreach with LRNG and help them develop ideas for a comprehensive marketing and outreach plan for introducing LRNG to their city and program participants.

Steps:

- Following a brief talk, attendees will use a Message Grid to devise a communications & outreach plan for LRNG in their community.
- Working together or solo, participants should first review the key messages provided to gain an understanding of the vision, mission, and tagline for LRNG.
- Then, participants choose a target audience (e.g. youth, families, program partners, etc.), describe their identity, the value proposition of LRNG for them, and a simple action they can undertake to get involved.
- Now, participants sketch ideas for adapting the key messages of LRNG to reach their target audience through a variety of communications and outreach activities.
- Encourage them to fill in every square with creative, feasible, and effective communications strategies that build on and reinforce the key messages of LRNG.

FACE-TO-FACE public events / school events / family events	MESSAGE GRID First, study the LRNG Vision, Mission, and Tagline: VISION: LRNG redesigns learning for the connected age so that all youth have an opportunity to succeed. MISSION: LRNG is a collective shift in learning — it begins with youth and where they are — it connects their passions, people and paths — it empowers them for success in the connected age TAGLINE: LRNG is the evolution of learning. Then, describe the target audience you are trying to reach with LRNG: IDENTITY Who are they (age, background, community)? What are their interests? VALUE PROPOSITION What problem or challenge does LRNG help them overcome? CALL TO ACTION What is the first, concrete step they would take to get involved with LRNG? Now, sketch ideas for adapting LRNG messaging to reach your target audience through a variety of communications & outreach activities.	ON THE GO brochures / mobile apps / LRNG
SIGHT LINES billboards / posters / transit signage		SOCIAL digital marketing / e-mail
STORYTELLING podcasts / radio shows / media production	IN THE MEDIA advertISING / press / print / radio / public service announcements	WILDCARD creative / local traditions / anything



11:50 AM-12:45 PM › Lunch

No formal facilitation

Goal: Give all attendees a chance to take a break and regroup.

Steps:

- Lunch will be informal, with no set discussion topics.
- However, LRNG Staff members should plan to join attendees for lunch and welcome questions about LRNG's work. This is a great time for networking.



12:45-1:30 PM › Youth Engagement (Round Robin)

Talk led by Robert Friedman from Mozilla; activity led by Sprout

Goal: Orient attendees to best practices for designing and developing youth engagement strategies, including youth-facing events. Introduce attendees to Mozilla Maker Party as an example of the kinds of XPs that will populate LRNG. Connect the work of Mozilla to LRNG.

Steps:

- Following a 10-15 minute talk, attendees will complete a Round Robin exercise using a pre-printed worksheet.
- Each attendee will write down an answer to the following prompt: "How will you connect youth in your city to LRNG?"
- They'll then pass their worksheet to the attendee on their left, who will respond to the next prompt: "Write down a reason why the proposal will fail."
- The worksheet is then passed to the next person on the left, and that person responds the final prompt: "Write down a way to resolve the critique."
- After all attendees are done writing, return worksheets to their original authors and share out the responses verbally with your team.
- Choose one person from your table to share out their idea and the proposed refinements.

ROUND ROBIN	
	A Round Robin critique is a method of proposing, revising, and improving a proposed solution.
	Challenge: How will you connect youth in your city to LRNG?
	Write down an effective approach.
YOU	
YOUR NEIGHBOR	Write down a reason why the proposed approach will fail.
THEIR NEIGHBOR	Write down a way to resolve the critique.



1:30-2:15 PM › Fundraising (SWOT Analysis Activity from Fundraising Toolkit)

Talk led by Margaret Black from Big Thought; activity led by Sprout

Goal: Orient attendees to fundraising strategies related to implementing work with LRNG. Attendees will walk through an exercise in the Fundraising Toolkit to get a sense of the work involved in fundraising around LRNG.

Steps:

- Following a 10-15 minute talk, attendees will turn to pages 38 & 39 in the fundraising toolkit, which contains a SWOT Analysis activity.
- Then, the facilitator will explain the activity: Each attendee should brainstorm the Strengths, Weaknesses, Opportunities, and Threats that they should consider as they plan to fundraise around implementing LRNG.
- Once attendees have completed the form, have them share out key insights with their table.

SWOT ANALYSIS FOR LRNG FUNDRAISING	
QUESTIONS TO CONSIDER WHILE COMPLETING YOUR SWOT ANALYSIS	
Strengths 1. What financial resources currently exist (cash, people, expertise, etc.)? 2. Of the X # of resources outlined in Section One, which one(s) currently generate most of your income? 3. What are your revenue-generating advantages? Are any of these unique to your organization? 4. What does the organization currently do well in terms of fundraising efforts? 5. What do your stakeholders see as your resource strengths (including an emphasis on perception)?	1. WHERE CAN A REVENUE SOURCE CAPITALIZE ON A STRENGTH? _____ _____ _____ _____
Weaknesses 1. Are you underutilizing your board, community relations, development budget, reputation, or staff? If so, what would it look like if they were used to full capacity? 2. Which of your present revenue-generating activities could you improve upon? 3. Which do you do well? 4. What revenue-generating tactics should you completely discontinue? Are other similar organizations in your geographic area with a better rate of success?	2. WHAT WEAKNESSES MUST WE MINIMIZE OR ELIMINATE TO GAIN THE BEST ADVANTAGE FOR A NEW OR ENHANCED REVENUE SOURCE? _____ _____ _____ _____
Opportunities 1. With whom are you currently partnering? How has this been evaluated in terms of risk and potential reward? 2. What open doors are facing your organization? 3. What are the interesting trends in your field?	3. WHICH OPPORTUNITIES APPEAR TO SUPPORT A STRENGTH OR HELP ELIMINATE A WEAKNESS? _____ _____ _____ _____
Threats 1. What financial resource obstacles does your organization face? 2. Are any new regulations or increased costs affecting your revenue-generating ability? 3. Is there adverse public reaction to a revenue-generating technique that the organization is using? 4. Is your size, visibility, success, or revenue track record likely to hurt the organization in the future? 5. Does the organization have bad debt or cash-flow problems? 6. Could any of your weaknesses seriously threaten your organization?	4. WHICH OF THE THREATS COULD MATERIALIZE IN THE NEXT 12 MONTHS AND UNDERMINE AN INCOME STRATEGY? _____ _____ _____ _____



2:15-2:30 PM › Reflections, Resources, Final Comment

Session led by: LRNG Staff

Hear a few reflections from participants, make a final statement on the work of LRNG, and remind people about how people can stay involved. **Do not entertain a long Q&A session.**
Thank attendees for their participation. Close out the event.

2:30-4:00 PM › Networking and Walking Tour (optional)

Session led by: Tricia Monticello Kievlan & CAF

Attendees can then choose to join a free city walking tour led by the Chicago Architecture Foundation or continue to chat and network in the South Hall.



Day Two › Office Hours › 10:00 AM-2:15 PM

Session led by: LRNG Staff

Meanwhile, throughout the day, LRNG staff members should take shifts staffing an “Office Hours” station where attendees can seek them out for more detailed questions and answers about implementing LRNG with their own organization. The following worksheets will be available at that station in case attendees want to dive deeply into content development. They should be completed in this order: Playlist Worksheet, XP Worksheet, Badge Worksheet.

PLAYLIST WORKSHEET	
SKETCH THE NARRATIVE Exposition: What are the learners you work with interested in? Rising Action: What engaging resource or XP could you start with to capture their interest? Climax: What real world problems do you want to engage? Falling Action: What's one way learners could be changed as a result of the playlist? Resolution: What would be a meaningful end product?	
DESIGN THE CONCLUSION Now that you have sketched the narrative, narrow in on the learning outcomes. What is the result of the playlist? What is a learner supposed to achieve? Use the space below to describe the opportunity unlocked by the successful completion of this playlist.	
1 BRAINSTORM Come up with ideas for XPs and Resources that can fill the Playlist.	CHOOSE YOUR OPENING... 
2 BUILD THE SEQUENCE A) Take your XP and Resource ideas and start drawing them in order on the Playlist chart. Give names to the XPs that reflect your hopes for the activity and its learning outcomes. B) Once you have filled in some XPs, use the scope and sequence you have so far to help you identify what might be missing. C) Locate XPs outside of your programs, either online or in your city. Add them to the Playlist.	 sketch your playlist
3 ADD A BADGE Name a Badge that represents the summative achievement for this Playlist.	
4 OPPORTUNITY UNLOCKED Step back and consider your Playlist. Write a description of what the learner will have accomplished and what opportunities completing this Playlist could unlock.	
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XP WORKSHEET

Learning experiences, or XPs, are the core element on the LRNG platform. An XP is an activity that asks the learner to take specific action and demonstrate a particular learning outcome. They are the container for all learning activities, including both local events and online interactions.



1 GOAL _____

On a scale of 1-5, rate how well your goal aligns with each of the following items.

TOPIC: _____ ☐
 YOUR EXPERTISE: _____ ☐
 INTEREST OF LEARNERS: _____ ☐
 REAL-WORLD RELEVANCE: _____ ☐
 REQUIREMENTS/STANDARDS: _____ ☐

Based on the your total score, should you refine your goal?

☐
TOTAL

2 CHOOSE ONE ☐ digital (online) ☐ local (in-person)

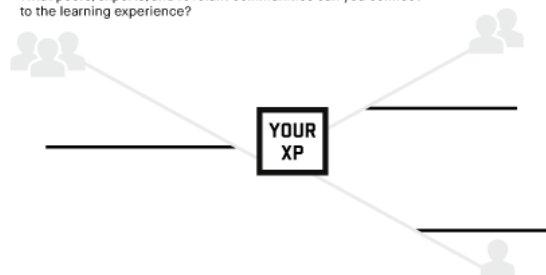
3 PROOF

Now that you have clarified your goal, consider what evidence learners can produce as proof. Ensure the required proof is aligned with your goal.

Describe the required proof:

4 COMMUNITY CONNECTIONS

What peers, experts, and relevant communities can you connect to the learning experience?



5 ACTIVITY TIMELINE

Bring it all together by describing the actual activity, step by step.

6 NAME _____ XP name _____

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BADGE WORKSHEET

On LRNG, a badge is a publicly shareable digital credential that provides proof of a substantive learning outcome and unlocks opportunities. When educators come together to create a framework of badges for their program, or a set of programs, it helps them be intentional about their learning outcomes and creates a common language for the entire learning community.



This badge is earned from (choose one):

- ☐ a single XP
☐ completing a playlist

Required XP(s):

Describe the achievement.

Criteria
(learning outcomes)

Proof
(evidence)

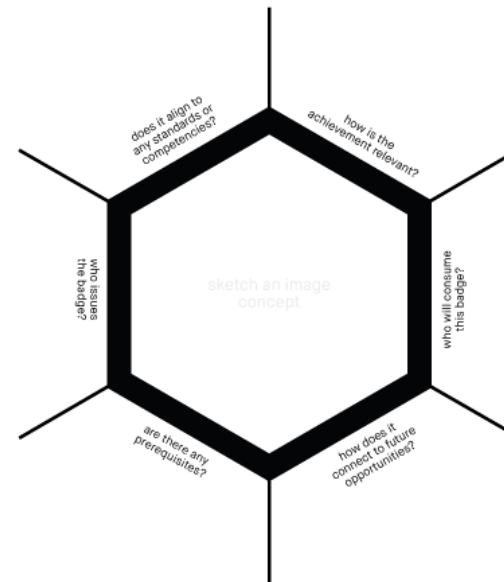
Choose a type of evaluation:

- ☐ formative ☐ summative

Choose who will assess the proof:

- ☐ self ☐ peer ☐ educator ☐ expert ☐ system

badge name



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Site Info: Chicago Public Library Harold Washington Center

The Chicago summit will take place in the South Hall of the Chicago Public Library Harold Washington Center, the main branch of the Chicago Public Library.

The South Hall is on the ninth floor of the building; take the elevator up to the ninth floor.

The happy hour on Day One will take place in the same space.



APPENDIX: Facilitation 101

General Facilitation Tips

Information used in this section has been gathered from a variety of high quality sources. Much of this content is not original to The Sprout Fund and we are grateful to the original authors. Below you will find information about common challenges faced by facilitators, as well as helpful tactics that will ensure you can successfully moderate a productive session.

Your Role (Source: The Interaction Method)

The moderator is a neutral servant of the group. The responsibility of the moderator is to help the group focus its energies on a task by suggesting methods and procedures, protecting all members of the group from attack, and making sure that everyone has an opportunity to participate. The moderator serves as a combination of tour guide, traffic cop, and meeting chauffeur.

The Moderator's Dilemma (Source: Alphachimp Learning Systems)

Keeping things moving while encouraging wild, innovative ideas. Your role is not to manage people (that's too unpredictable!) but to manage the things we can control: time, energy and the process.

Common Challenges (Source: The Interaction Method)

While you are moderating discussions, you will likely face the following challenges and dilemmas. It is best to be aware of these common challenges so that you can recognize and combat them.

- Chaos: Everybody going in different directions
- Personal attacks: Attacking individuals rather than their ideas
- Traffic problem: Difficulty getting into the conversational flow
- Unclear roles and responsibilities: Who is supposed to be doing what?
- Manipulation by group leader: Abuse power to achieve personal goals
- Data overload: Holding on to too many ideas in your head at one time
- Repetition and wheel-spinning: Going over the same old ideas again and again



Things to Keep in Mind (Source: Alphachimp Learning Systems)

- **Authenticity.** Be yourself: serious or silly, precocious or ironic—it doesn't matter. People can sense if you are faking it. You don't have to know any answers to any issues. Just know what happens next.
- **Attitude.** You set the tone. If you're excited to be with these people, they'll feed off it. If you're nervous, that's OK, too. In the words of Craig Finn of The Hold Steady, "you gotta stay positive!" Ask for help if you need it: from the participants and staff.
- **Awareness.** Scan the room and take in everything without focusing on anything. Notice body language. Is someone scared, tired, bored or angry? Acknowledge it—if appropriate—without putting anyone on the spot. You can slow down or speed up to change the energy, or transition.
- **Acknowledgement.** Every suggestion or idea deserves a "Thanks!" or "Good one!" It's not your job to filter or judge yet. Just to catch everything the crowd pitches at you.

Useful Tactics (Source: Designing The Conversation)

- **Use questions to lead conversations.** Humans feel compelled to respond to just about anything delivered in the form of a question. Right?
- **Protect the timid.** Brainstorming can be scary for some and rather than fighting that, the facilitator should take full responsibility for allowing participants to react in their own way to the brainstorming environment.
- **Encourage the bold.** If someone risks experiencing embarrassment by participating, the facilitator needs to lavish that individual with praise and appreciation.
- Embrace surprises. The best material often comes from unexpected sources at unforeseen moments.

Helpful Skills (Source: The Sprout Fund)

- **Conversational Awareness:** Sometimes you may need to be the center of attention, while at other moments you may need to stand back and let the conversation run itself. It will be important to hear what's left unsaid, draw out those who may be holding back, and reign in those who may be grandstanding.
- **Separate Process from Content:** Keep track of the substance of the conversation as well as your group's progress through the activity. You may have to redirect the discussion to stay focused and on schedule.
- **Managing Multiple Viewpoints:** Participants will bring different and potentially divergent views. It is the Moderator's responsibility to balance everyone's input and to look for ways to build consensus between people who may seem to be speaking different languages. Asking specific participants for feedback after others have made a point is an effective way to start, just make sure the responses stay on topic.
- **You Don't Need To Be A Know-It-All:** Encourage participants to talk through questions together rather than asking you how something should go. Everyone in each group will have varying levels of knowledge, but no group will be composed of folks who are totally in the dark.

