

How Might We... Session 1: Improve Partner Recruitment

June 15, 2021

Transcript

Megan Hiltner: Hello, everyone. I'm Megan Hiltner from the Reproductive Health National Training Center, and I am pleased to welcome you all to the brainstorming session today that's focused on addressing Tier 1 expectations during challenging times. This is the first of a three-part brainstorming series. And before we begin with the fun brainstorming, I have a couple of announcements here. Just wanted to let you know we are recording the webinar. And during the first portion of this session, you'll be muted; however, during the brainstorming session, we'll go to small groups. You'll be un-muted and we really are relying on you to chat and share ideas, and chat not just in the chat box, but talk and share ideas. You can always use the chat box to communicate with us about any sort of technical issues, or any comments or questions that you have. I want to let you know that the recording, and the transcript, and a summary of the brainstorming sessions for all three will be available on our rhntc.org within the next few days, and after the few days following each of the brainstorming sessions. So, you can have that summary of the ideas generated from our small group discussions.

Megan Hiltner: I wanted to let you know that this presentation is supported by the Office of Population Affairs. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of OPA or HHS. So, I mentioned a second ago that this is a brainstorming session and the first of three that we've been, we've planned alongside OPA and the project officers. And we're really hoping to support you with some outside of the box thinking and sharing on how you might meet your specific grant expectations that have posed specifically challenging during these times over the past year. Today, we're going to really focus in on community engagement and that expectation. Next week, on June 22nd, we'll focus on partner recruitment. And then on June 29th, we'll be brainstorming and focusing on rural and special populations.

Megan Hiltner: We're going to be using Miro Board to practice using virtual engagement tools. So, with each session, some of you that may have less confidence in using some of these virtual engagement tools, we're hoping over the course of the three sessions, your confidence will increase with each one. So, at the end of this event, we hope that you'll be able to better understand the strategies to meet expectations in community engagement partner recruitment in rural and special populations. We hope that you can use virtual engagement tools with confidence, and we hope to identify solutions on several of the TPP20 Tier 1 grant expectations. So, I'm not sure yet, I wanted to check and see. Tammy, are you, oh, there you are, Tammy. I'm going to turn it over to Tammy, who's going to provide some welcoming remarks for the session today. Tammy.

Tammy Bartasavich: Hi, everyone. I'm happy be here and very excited about our How Might We little workshop we're doing today. I'm so glad to see so many participants and thrilled to have everyone here. I think my picture says Jaclyn Ruiz, but I am not her. I am Tammy Bartasavich. I'm a PO. Jaclyn Ruiz is on here, but I happened to get her link to get connected today. Also, Jacquelyn McCain is here, and I think I saw Richmond Pajela from OPA. So, I think most of us will be in some of the groups with you and be able to interact, but don't let that be a bother to you. We're just here to help.

Tammy Bartasavich: We're so excited to bring this innovative thinking to you guys, because I know last year was a very hard year, very difficult for everyone, including us. And we just thought we would do something a little different and a little fun, and help us all think. I know a lot of you have some good

ideas, and hopefully everyone's ideas will come together and help those that need help in certain areas, or give people different ideas. We're also going to be demonstrating Miro Board, as Megan said, which we're excited about that as well. I, as well, need to learn more about Miro Board, so I'll be participating. So, with that, I'll turn it back over. Did I miss anything, Megan? And those from OPA, if you want to say hi in the chat box, that would be great.

Megan Hiltner: Well, thank you, Tammy. And I do want to let folks know that really, this kind of format for brainstorming, and I'll get to the How Might We format here soon, but I want to definitely give credit to the OPA team. It was really the inspiration of their, and they recommended this as a way to get at this. So, we're just so excited about how this can support you all with some of that outside the box thinking. But before we go there, I just want to get everybody on the same page with a quick reminder of the community engagement expectation directly from your TPP20 Tier 1 guidance. So, in the guidance, it says, "The community is engaged in the planning, implementation, and evaluation of the project, to ensure effective programs and supportive services are of the highest quality and best fit for the communities and populations to be served."

Megan Hiltner: So, the expectation criteria then is the grantees develop and implement a strategy for engaging the community, which should reflect a process by which organizations and individuals build long-term relationships, with a collective vision for the benefit of the community. So, I just wanted to share that so everybody can be on the same page with where we ground our thinking for today. The expectations state, "The grantees should ensure that there's dedicated goal or objectives in their work plan with the corresponding activities that reflect a strategy to engage the community in the planning, implementation, and evaluation of the project. And also ensure that there's diverse representation from the community, including organizations with a vested interest in promoting optimal health, decision makers, and community champions." And remember, the community, that includes youth, parents, and community stakeholders.

Megan Hiltner: So, I got at this a little bit before, and I know so many of you are doing innovative work in this. Maybe not a new concept for some of you, this How Might We way of brainstorming. And for those of you that it is not new for, you can help those other folks that this might be a new way of thinking. So, we just are relying on everybody at all stages of their familiarity with this. So, the How Might We method is really common among design thinkers. It's a technique that employs a language trip to open up real creative thinking. So, by asking the How Might We, instead of how will we, you really can encourage a lot of related ideas, rather than just focusing on just finding an answer. And it also allows you to defer judgment that can help also create options for more freely and opening up possibilities.

Megan Hiltner: If you think about it, the How really suggests that we don't have an answer, but it allows to explore a range of concepts, instead of just jumping straight to solutions. The Might emphasizes the possibility that there are lots of ideas that could lead to a solution, really permitting everyone to contribute without judgment. And the We, that's all of us. It's really a collaborative way of problem solving through teamwork. So, the key to How Might We is coming up with a good question. So, you can think about the problem, but you've really got to frame it, so it can get everybody thinking in the same way. So, let's try to practice with a hypothetical here. So, let's imagine that we have a struggling lemonade stand and we want to increase sales. So, let's, what I'm going to do is I'm going to pose the How Might We question, and we want to try a waterfall response for everybody to come up with a creative solution.

Megan Hiltner: So, the How Might We question is how might we increase sales at our lemonade stand? So, I'd love for you to come up with an idea and put it in the chat, but don't hit enter. Let's waterfall this. So, come up with an idea of how might we increase sales at our lemonade stand. And as creative as you can come up with. On the count of three, hit enter. 1, 2, 3, all right, let's hit enter and check out our chat box here up. Yep. We got advertise social media, provides samples. See, look at this chat box, everybody, how, move it to a busy corner. Yep. So, many creative ideas here. Wear a silly costume, love that. TikTok, more flavors. Oh, yeah. So, you get it. It's really around that framing of the question, how might we.

Megan Hiltner: So, the question that we're going to be thinking about today for brainstorming is how might we optimize community engagement, and that's strategies for youth, parents, and communities. Okay. So, hold on to that. We'll put it back up on the board too, but I'm going to now turn it over to my colleague, Ilana, who's going to set us up for the brainstorming, by allowing us to do a little practice on the, using Miro Board. So, Ilana, I've stopped sharing, and I'm going to turn it over to you.

Ilana Webb: All right. Thanks, Megan. So, just to begin, I'm going to paste the link to the Miro Board in here for you all, and you can start by opening that up. And while you're doing that and getting situated, I'm going to use this opportunity to tell you about how we landed on what type of Miro we're using today, because there is a free option of Miro. And we were originally going to go with that, but the one limitation is that people have to create a login in order to get into the board. And since our session is only an hour, we didn't want any issues with passwords and anything like that. So, that is something to note. We chose Miro because it's very user-friendly. I was not an expert when I first started learning this and putting this board together, and I will say it was incredibly easy to learn, and it's a user-friendly platform, as you'll find out today.

Ilana Webb: So, just to give you an idea of what Miro price plans are like. So, originally we were going to go for free, but like I said, the limitation with that is everybody has to have an account, but it's a good option, if you need a free option. The next step up, which is what I'm using today, has a lot more features and it's pretty reasonably priced. So, as you can see, for two people, it's \$16 a month. So, I just wanted you all to be aware of that before we got started, so that you would know what your options are. And then it, of course, goes up for other features, which you can check out at your own leisure, but I just wanted you to be aware. So, the main reason we use the team version today was so that I could chat out that link, and you would all actually arrive as you can see.

Ilana Webb: So, I'm going to go ahead and do a little bit of an icebreaker with you all. And I see you're all in here, so thanks for getting in there, into the Miro. And I'm actually going to hide your mouse, mice, so I don't get confused while we're doing this. But I'm just going to take you through, if you've never used Miro before, don't be afraid. We're going to go through some steps. If you have used it before, give it some pizzazz. So, you'll notice we landed on this screen. I set this board up ahead of time, and I've got some instructions here that we're going to go through in order to make sure that you know how to use Miro, and then we're going to use it for our brainstorming activity today. So, as you can see, there are a variety of ways to get around.

Ilana Webb: I have this hand right here on the screen currently. And then you'll see over on this left hand side, there's a toolbar. So, one of the ways you can navigate around a board is when you have the hand, you can literally grab the screen and move it, as I'm doing. However, that's not always the best, because as you can see, we want to put some stickies on the board, which looks like Louis is already doing. So, there's also an arrow over here. In order to switch from those easily, you literally just hit the V

on your keyboard, and it'll switch between the hand and the arrow. If you don't really like navigating with the hand, there are also some keyboard or mouse controls. So, if you have a mouse, you can hit up and down, will scroll it up and down. If you hold down Shift and scroll up and down, it'll move it right to left. And then if you hold Control on your keyboard and scroll up or down, it'll zoom in and out. So, that's a couple of the ways that you can navigate. If you're using an iPad or something, it also has pinch abilities and that type of stuff, but I assume, mostly on computers. So, like I said, up and down moves it up and down. Shift moves it left to right, if you scroll up and down. And then Control will zoom it in and out. So, I see some folks are already getting started. So, I'm going to do this exercise along with me, if you need an example to see how it's done. And I'm going to scroll in our first instruction here. So, press V on your keyboard to change the cursor from hand to arrow and back. Okay. I'm going to move over to the next instruction. Hit V again.

Ilana Webb: Now, select the sticky note from the left-hand toolbar and place it somewhere on this gray board. Now, if you go over to your left-hand toolbar, this thing with the corner folded up is the sticky note. Now, what's fun about Miro is it gives you some options for colors, so you can select whatever color you want. I'm going to pick blue. I'm going to come over here and put it on the board, and then it actually gives you an option to write in it, but if you happen to click off for some reason, you can double-click on the sticky note and then just write in your name and role. So, I'm Ilana Webb, and I'm a Grantee Liaison. Great. So, if you click off, here's my sticky note. And if I click on it, I can move it around. And then I'll click V again, so I can scooch over and see the rest of my directions here. So, now we're going to double-click the sticky you just made, and replace your role with your idea. So, if you have a new idea for a Megan's lemonade stand, or if you want to steal someone's idea, or repurpose your idea, whatever you want, go ahead and double-click. Come over here and duplicate. So, there's three dots up here, that's what I clicked, and click duplicate. And now, I've got the exact same sticky note. And I'm going to double click in it and delete Grantee Liaison. And at my lemonade stand, I'm going to say, I would have celebrities giving out the lemonade.

Ilana Webb: So, that's my idea. And then I'm going to click off and move it to the color that matches the color of your sticky the best. So, I'm going to scroll out a little bit so I can see all the colors here. Look at all these pretty things happening. And then I'm going to take my sticky I made, and I'm going to move it to blue, because that's what it matches best. So, I'm going to give you all a few minutes. The instructions, like I said, are up in this white box, and you can zoom in on them by clicking Control and scrolling up or down. And go ahead and move your sticky note over, you're sticking out with the lemonade idea, to the correct color. And go ahead, if you have any issues, feel free to speak up or chat in. We really do want this to be interactive to help you learn Miro, find it's easiest to just practice it while you're going through.

Ilana Webb: And then while folks are doing that, it looks like everyone's getting the hang of it. I'm going to show you just a couple of features that I used right when we got in here. So, what's nice about this board, if you're trying to do a brainstorm, you can do several different types of activities. And Miro actually has templates for that, which we'll get into in one of the later How Might We sessions. But there are certain elements that I think are super helpful. So, this little arrow with lines next to it, you can see it says show collaborators' cursors. So, that's if you want to see what everyone's doing out on the board, and it's a little bit more fun, see where people are, that's how you do that. But if it gets distracting and there's a lot going on, you can just click that and it goes off.

Ilana Webb: The other thing that's really nice that I like is under the settings here. There are several different things you can select, but this set start view is how I made sure that when we all opened the

Miro link, it opened to this warmup board, because we're going to be using this Miro canvas to do all of our brainstorming for this session, so we're going to need to navigate around it a little bit. So, I just wanted to make you all aware of that. We'll go through more of those options, like I said, as we continue on. So, it looks like folks have their sticky notes moved over, and that's awesome. Way to go. You know how to use Miro, so you'll be able to participate in this interactive session, and that's terrific. And it looks like we did great with not having any folks confused about their colors either.

Ilana Webb: So, the next thing I want to call attention to is actually going to be how we get to our breakout rooms. So, like I said, there's a really big board that exists, and there's a couple of ways that you can see what's on this board. So, over here on the right-hand corner, there's a little percentage number. And if you click on it, it has a few other buttons. This plus and minus is to zoom. This is to fit to screen. And then there's this little folded up brochure looking thing, and this is called the pin map. So, this allows you to see what all is on this Miro. There are six different boards, which we're going to be using for our breakout rooms. I think we'll be using fewer than six, but we wanted to be prepared. And this is the little board we're on right now, so you can see it there. That's one way to navigate around. I find it a little bit confusing because it doesn't automatically adjust the zoom. So, I'm going to unpin this map, but it's there for you if you need it and you like navigating that way. The other thing that exists is over here on the left-hand side, there might be this tool bar already showing up, or if it's not, it's just these little right-facing gray arrows. If you click on that, it's got some options under here. And the very first one is called Brains. This, I think, is a super helpful way to navigate around Miro Board, if you have several different boards going on. And so, if you click that, this is actually where you're going to go to your breakout room. So, once we're put into breakout groups, this is what you'll select, the one that matches whatever breakout group you're put into. So, let's see if we have any questions.

Megan Hiltner: I'm looking here, Ilana, and I'm not seeing a lot of questions. I do want to let folks know, we want to give everybody a little bit of grace here, because if folks are new to this, we're not expecting this to go completely smoothly. And we get that sometimes when you all are leading your classrooms and leading engagement sessions virtually, things can happen. So, we're trying to really get comfortable sometimes with things not going exactly as planned, and how to pivot and respond when those things happen. I did see a question here from Louis. Can you show us the frames again, Ilana?

Ilana Webb: Absolutely. And also, really quickly before I show the frames once more, I wanted to, like Megan said, we are all learning this, and Miro, it takes some getting used to. So, something you might notice when you're in here, if you click on one of these bigger boards, sorry. Sometimes it'll have a lock here. So, I have these background things locked, so that when we were moving our stickies, someone didn't accidentally move the instructions all over the board. So, if you feel the need to move something on the board, that's what you just have to long press it to unlock. So, if you see that popping up, that's what that is, just so you're aware. I, hopefully, have everything locked, so we won't be moving things unintentionally. But like Megan said, as we're playing around, just have some grace. We're all learning and we do really want this to be interactive and you to feel comfortable using Miro. So, as you can see, I think somebody was able to duplicate this frame, which is why there's a second gray box happening here now. So, that's really good to know. And then I'll go through finding frames again. Okay. So, if you don't have that showing up yet, in the left-hand corner of your screen, there are some arrows over here. And if you click them, it comes up with a toolbar, and the very first option in your toolbar is called frames. So, if you select that, it'll bring up on the left-hand side all of the different frames that exist in this Miro Board, and this is how you'll find your breakout groups. So, if I click on, if I'm in breakout group three, I'll just click on it, and it's going to navigate me to the board we're going to use for our brainstorming session. Just quickly look at the chat.

Megan Hiltner: There was a comment here about someone was using Explorer, and Jacqueline or Tammy recommended that that person try Google Chrome instead. So, I guess that might be a good recommendation for folks. If you're going to have folks use this tool, sounds like it may work better with Chrome, as opposed to Internet Explorer.

Ilana Webb: Yep. I would use either Chrome, or probably Firefox would probably be the two best bets. Any other questions before we go ahead and split out into breakout groups?

Megan Hiltner: I'm not seeing any here, Ilana. And, folks, as you're in your breakout rooms, you also can bring up any challenges you're having with, or questions you might have on using Miro. And if we can't answer it, we'll bring it back and try and find out the answer, so then next week, maybe we'll have even more tidbits for you. So, thank you, Ilana. That was great. And thanks, you all, for participating. We now are going to go to breakout rooms. We have four breakout rooms, and you're going to be moved at random to one of those four breakout rooms. So, as Ilana said, once you find out which breakout group you're in, you'll then go to that board to begin your discussion.