



VIRTUAL COMMUNITY CONVERSATION

January 26th, 2015
7:30 PM – 8:30 PM

TreeHaus Collaborative Space, Kitchener, Ontario



Agenda

- Welcome and Format
- Webinar Basics
- New to WRRC? Let's Catch You Up
- The Year In Review
- Setting Community Priorities
- Community Engagement
- WRRC's Next Steps



Welcome and Format

- ❑ This is our first Virtual Community Conversation!
- ❑ A number of people will be helping to offer this session:
 - Presenter: Jeremy Steffler
 - Webinar Technical Support: James Saliba
 - In Person Audience Support: Chris White
 - Live Twitter Feed: Victor Santiago
- ❑ Note that this webinar will be *recorded* so that the information gathered can be archived for our report.



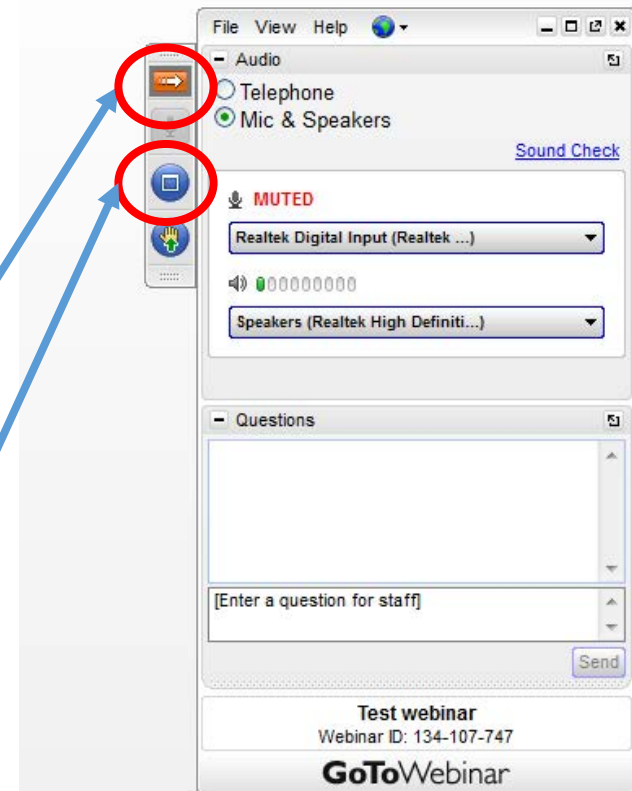
Be Engaged!

Webinar Basics



Webinar Basics: Control Panel

- ❑ This is how your attendee control panel will look like.
- ❑ If your control panel disappears, you can bring it back by clicking on the orange arrow.
- ❑ To view the presentation full screen, click on the fullscreen button.



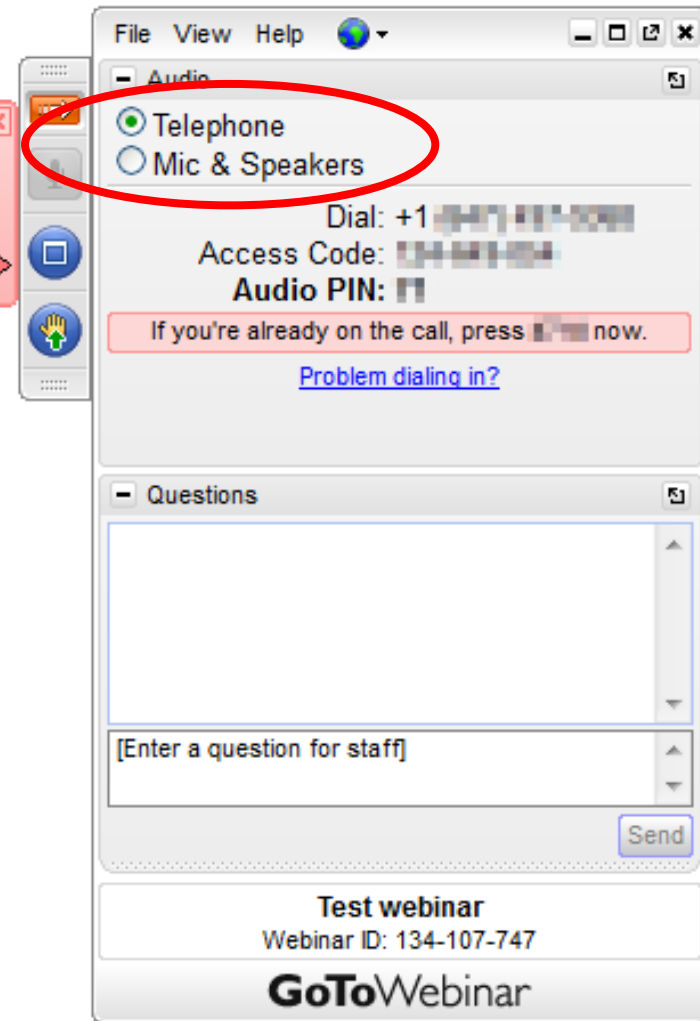
Webinar Basics: Audio

Join the audio conference

Dial in using your telephone or select Mic & Speakers to use your Internet connection for audio.

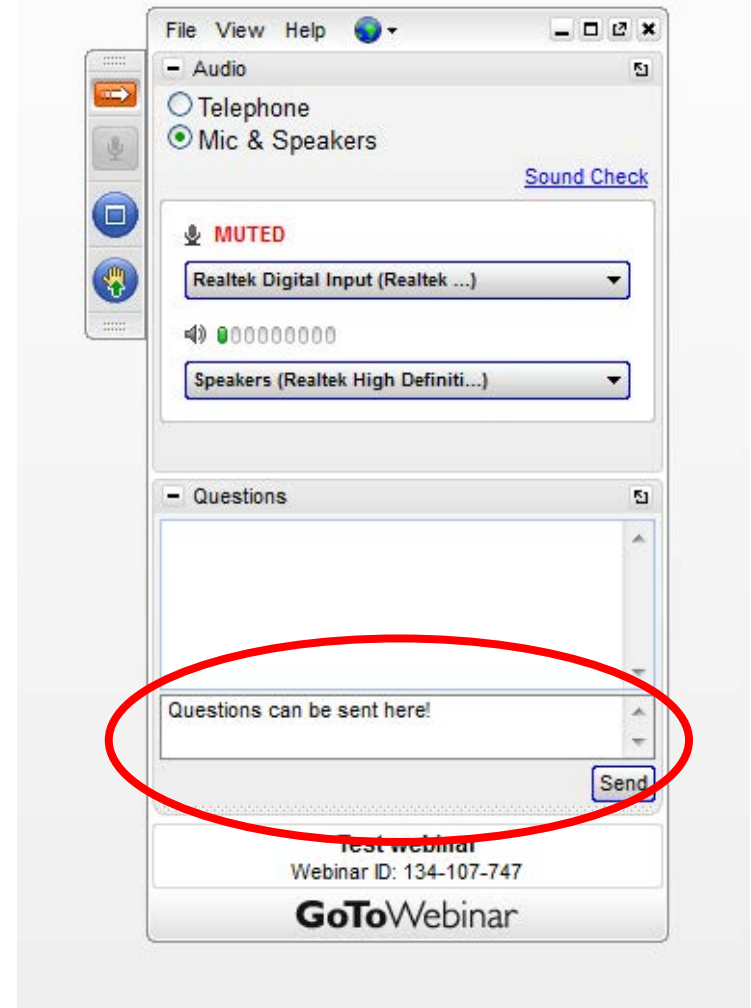
- ❑ You have two options to hear audio as well as participate verbally during the webinar.
 - You can use your computer's microphone and speakers/headphones (default)
 - You can also dial in with your phone by clicking on the "Telephone" option circled as shown and dialing the number provided. You'll provide the unique access code and audio PIN that will be shown on your screen.

- ❑ All attendees are "muted" by default.



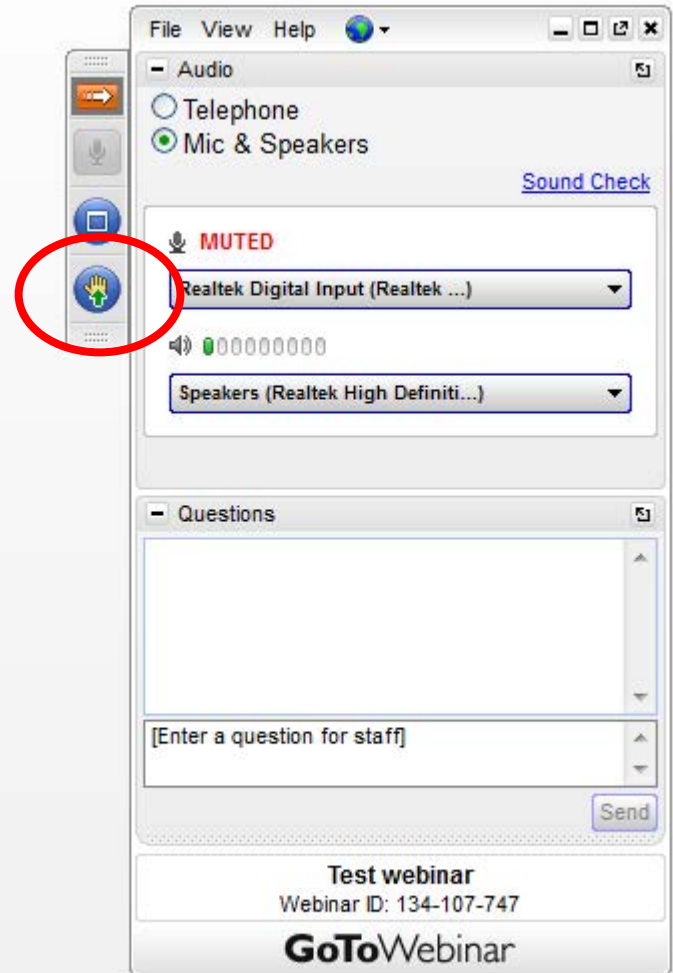
Questions

- ❑ We'll have explicit time set aside for questions and answers, but you may also pose a question at any time by using the question chat box.
- ❑ Enter your question and click the "Send" button. We'll see it and respond when appropriate.

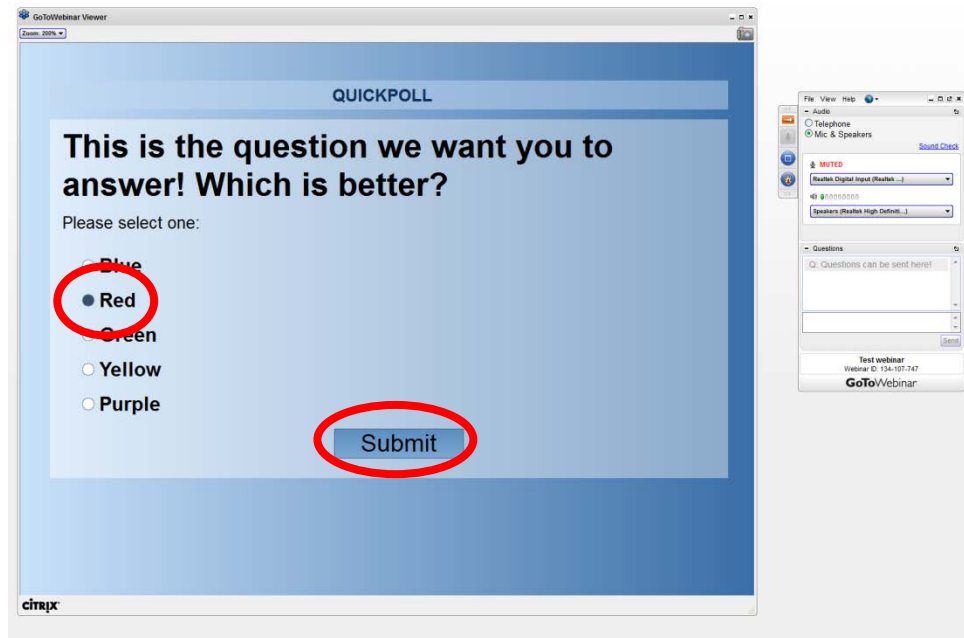


Webinar Basics: Raising Hands

- At some points we'll ask you to "raise your hand", either to indicate you've finished reading a question, or to ask a question during a Q&A period.
- Simply click the circled hand icon shown here to raise your hand.**
- We'll be notified, and will "lower" your hand for you when appropriate.



Webinar Basics: Polls



- We will have a number of live polls during the presentation.
- When posed, the polls will interrupt your viewing of the presentation and show only the current poll question being asked.
- Select your answer from the list, and click the “Submit” button.**
- Once all attendees have submitted their responses, we will close the poll and return to the presentation.



New to WRRC?

Let's Catch You Up



New to WRRC? Let's Catch You Up

- ❑ Waterloo Region Rainbow Coalition (WRRC)
- ❑ Founded in Fall 2010, at request of members of tri-Pride
- ❑ Identified need to develop a framework to support sustainable development of opportunities for collaboration in the local Rainbow Community



New to WRRC? Let's Catch You Up

Vision

Working together to build a diverse Rainbow Community voice in Waterloo Region

Mission

WRRC is a volunteer-based community organization that is committed to building a unified voice for gender and sexual diversity for people of all ages in Waterloo Region. We promote sustainable opportunities for advocacy, awareness, education and community-building that are respectful of the diverse interests within the Rainbow community. We work together with local allies to foster a strong and inclusive community



New to WRRC? Let's Catch You Up

Rainbow Community

Those interested in increasing awareness and inclusivity of gender and sexual diversity, includes those who identify as:

- allies
- asexual
- bisexual
- fluid
- gay
- intersex
- lesbian
- queer
- questioning
- transgender
- transsexual
- two-spirit
- unlabelled



New to WRRC? Let's Catch You Up

☐ Sustainable Approach

- WRRC ensures that its activities are sustainable or *“able to be maintained or kept going, as an action or process”* (www.dictionary.com)
- “Building a foundation” can take time
- Community collaboration is at the core of this work



New to WRRC? Let's Catch You Up

☐ 2010

- Steering committee founded in September
- Hosted three community conversations (all reports available at yourwrrc.com)

☐ 2011

- Formation of WRRC
- Hate Crimes Training Initiative
- Anti-Bully Campaign Links in School Boards
- Scoping of On-Line Portal
- First Anniversary Celebrations



New to WRRC? Let's Catch You Up

☐ 2012

- January: Annual Community Conversation
- February: Community Space Public Meeting
- June: Community Space Announced
- September: WRRC Community Space Grand Opening

☐ 2013

- March: WRRC Community Space Transitions to Spectrum
- March/April: Rebuilding and Reconnecting with the Community
- April: Day of Pink Facebook Campaign
- May: Uptown Waterloo Jane's Walk
- June: Get Out Networking Event
- September: Annual Community Conversation
- November: First Queer Night Out Event – Super Queeros
- November: Get Out Networking Event



New to WRRC? Let's Catch You Up

☐ 2014

- February: Rainbow Health Ontario – Strategic Planning
- April: Queer Night Out – A Dance of Ice and Fire
- May: Rainbow Community Council – First Meeting
- May: Downtown Kitchener Jane's Walk
- June: Queer Night Out – Pride Edition
- September: Queer Night Out – A Totally Gay Evening
- September: Queer Night Out – A Gay Ol' Time
- November: Queer Night Out – Beach Ball



New to WRRC? Let's Catch You Up

☐ Rainbow Community Council

➤ Vision:

- The Rainbow Community Council is committed to fostering a connected, welcoming, integrated, and supportive community in Waterloo Region that is inclusive of members of the Rainbow Community.

➤ Mission:

- To create a sustainable network of organizations, allies and community members, aligned with the mission, vision and values of the council and committed to initiatives that better support members of Waterloo Region's Rainbow Community. The council fosters open communication, project collaboration, information sharing, education, awareness, identification of gaps and setting community priorities.



New to WRRC? Let's Catch You Up

☐ Rainbow Community Council

- Over 20 community organizations (non-profit, grassroots and governmental) been involved in the organizational process
- Draft Terms of Reference almost complete
- Anticipating formal adoption of terms and formal formation of council in the Spring
- First priorities are anticipated to be:
 - Community Needs Assessment
 - Council Governance



Checking In

Setting Community Priorities



Setting Community Priorities

- ❑ One of the traditions of our annual community conversations is to check-in with the community to identify and prioritize community priorities.
- ❑ With such a diverse rainbow community in our region, it is important to try to hear the concerns of as many people as possible when determining the major issues in our community and how best to set priorities
 - Without such broad engagement, there is a risk of important issues being missed and/or community priorities being set by individual voices rather than demonstrated need



Setting Community Priorities

- ❑ The following issues, in order or priority, were highlighted in our most recent community conversation:
 1. Combating bullying/homophobia in the educational system
 2. Creating an effective network for advocacy
 3. Unifying services/organizations targeted at the Community
 4. Supporting diversity and inclusivity initiatives
 5. Focusing on long-term, sustainable support for the Rainbow Community
 6. Lowering instances of Hate Crimes
 7. Developing an on-line presence for the community, (tied)
 7. Safety (tied)
 8. Promoting events/services aimed at the Community,
 9. Creating/fostering Rainbow culture/history locally,
 10. Representation at all levels of government,



Setting Community Priorities

- ❑ In our participant pre-survey, the following additional priorities were identified
 - Support for LGBTQ Seniors
 - Create events (both advocacy and social) that are safe and accessible for all members of the queer community
 - Fostering accessibility at all Rainbow Community Spaces and events.



Setting Community Priorities

- ❑ To determine community priorities, we will engage in a number of “polls” to arrive at community priorities.
 - Virtual participants will participate through the webinar polling system
 - Live participants will complete a survey in person
 - Those watching our live tweets can also participate by tweeting their priorities with the hashtag #wrrcpriorities

The Virtual Community Conversation had 6 in-person participants, of which one was contributing to the online polls. There were 9 online attendees throughout the majority of the Conversation. All in-person attendees were members of the Waterloo Region Rainbow Coalition Board.

- ❑ As the polling software only allows us five options per poll, we have broken priorities into categories
 - We will vote on priorities in each category
 - We will also vote on prioritizing the categories



Setting Community Priorities

☐ Cross-Generational Support

- Combating bullying/homophobia in the educational system
Online = 2 (20%) In-Person = 2 (40)% Net = 4 (26.6%)
- Tackling rainbow youth homelessness
Online = 3 (30%) In-Person = 2 (40%) Net = 5 (33.3%)
- Developing support for rainbow seniors
Online = 4 (40%) In-Person = 1 (20%) Net = 5 (33.3%)
- Creating/fostering Rainbow culture/history locally
Online = 1 (10%) In-Person = 0 Net = 1 (6.7%)

Red text details the poll results, by listing the number of individuals selecting the response as the top priority.

Blue text indicates the most popular poll results.



Setting Community Priorities

☐ Rainbow Community Development

- Unifying services/organizations targeted at the Community
Online = 4 (40%) In-Person = 0 Net = 4 (26.6%)
- Focusing on long-term, sustainable support for the Rainbow Community
Online = 6 (60%) In-Person = 5 (100%) Net = 11 (73.3%)

Red text details the poll results, by listing the number of individuals selecting the response as the top priority.

Blue text indicates the most popular poll results.



Setting Community Priorities

- ❑ Developing a network of allies
 - Supporting diversity and inclusivity initiatives
Online = 3 (30%) In-Person = 3 (60%) Net = 6 (40%)
 - Representation at all levels of government
Online = 2 (20%) In-Person = 1 (20%) Net = 3 (20%)
 - Creating an effective network for advocacy
Online = 5 (50%) In-Person = 1 (20%) Net = 6 (40%)

Red text details the poll results, by listing the number of individuals selecting the response as the top priority.

Blue text indicates the most popular poll results.



Setting Community Priorities

☐ Safety and Security

➤ Lowering instances of Hate Crimes

Online = 5 (50%) In-Person = 3 (60%) Net = 8 (53.3%)

➤ Fostering accessibility of rainbow community spaces & events

Online = 5 (50%) In-Person = 2 (40%) Net = 7 (46.6%)

Red text details the poll results, by listing the number of individuals selecting the response as the top priority.

Blue text indicates the most popular poll results.



Setting Community Priorities

- ❑ Enhancing Community Communication **n=16**
 - Developing an on-line presence for the community
Online = 4 (36%) In-Person = 0 Net = 4 (25%)
 - Promoting events/services aimed at the Community
Online = 7 (64%) In-Person = 5 (100%) Net = 12 (75%)

Red text details the poll results, by listing the number of individuals selecting the response as the top priority.

Blue text indicates the most popular poll results.



Setting Community Priorities

☐ Prioritizing Categories

- Cross Generational Support
 Online = 1 (10%) In-Person = 0 Net= 1 (6.7%)
- Rainbow Community Development
 Online = 2 (20%) In-Person = 5 (100%) Net = 7 (46.6%)
- Network of Allies
 Online = 3 (30%) In-Person = 0 Net = 3 (20%)
- Safety and Security
 Online = 2 (20%) In-Person = 0 Net = 2 (13.3%)
- Community Communication
 Online = 2 (20%) In-Person = 0 Net = 2 (13.3%)

Red text details the poll results, by listing the number of individuals selecting the response as the top priority.

Blue text indicates the most popular poll results.



Setting Community Priorities

- ❑ Based in the Polling Results, the following are the top community priorities
 - Focusing on long-term, sustainable support for the Rainbow Community
 - Supporting diversity and inclusivity initiatives
 - Creating an effective network for advocacy
 - Promoting events/services aimed at the Community
 - Lowering instances of Hate Crimes



Setting Community Priorities

- ❑ Having reviewed the results of the community polling, please feel free to forward along any comments. These will be archived for inclusion in our report:
 - Send your comments in using the chat function in the webinar
 - Feel free to tweet your comments with the hashtag #wrrcvc
 - Live participants can submit their comments in writing



How Should We Communicate?

Community Engagement



Community Engagement

- One of the challenges to engaging our community as a whole is finding effective methods of communicating with the community
- We would like to spend a few moments determining the preferred methods for engaging Waterloo Region's Rainbow Community.



Community Engagement

- ❑ In our event pre-survey, we asked people how they would like to find out about community events:
 - Community Bulletin Boards
 - Social Media (e.g., Facebook)
 - E-mail lists
 - Local media
 - Posters
 - Network of organizations (e.g., GSAs, social-service provider)
 - Unified website with high usability



Community Engagement

☐ Some additional questions:

- If preferring contact by social media, do you prefer?
 - Facebook?
 - Twitter?
 - Instagram?
- Which community bulletin boards should be used?
- Which community organizations should be connected with?
- Do you prefer to:
 - Seek information out?
 - Have information sent to you directly?



Community Engagement

- If preferring contact via e-mail, do you prefer:
 - Being sent e-mails directly?
 - Receiving e-mails from specific organizations with which you are affiliated?
 - Receiving e-mails from non-affiliated e-mail lists such as the Rainbow List?

- With limited volunteer resources, where should engagement efforts be focussed?



Community Engagement

- We will be sending a follow-up survey to get your thoughts on this matter, as well as to engage the wider community.
- Feel free to send any suggestions our way via the “Question” feature in chat – we will incorporate this into our survey.



Community Values

WRRC's Next Steps



WRRC's Next Steps

- ❑ In 2015, the Waterloo Region Rainbow Coalition (WRRC) will mark five years of service to Waterloo Region's Rainbow Community.
- ❑ Over the past five years, WRRC has remained committed to its mission of promoting sustainable opportunities for advocacy, awareness, education and community-building that are respectful of the diverse interests within the Rainbow community.



WRRC's Next Steps

- ❑ While we are proud of our work, we realize that much of work is “behind the scenes” and not very public, making it very difficult for the community to keep apprised of WRRC’s activities.
- ❑ Despite many years of amazing work in the community, many people still do not know what the Waterloo Region Rainbow Coalition is and how it is different from other community organizations.



WRRC's Next Steps

- ❑ Based upon our engagement of community partners and past community conversations, WRRC has drafted a series of statements meant to highlight community values and demonstrating WRRC's approach to community building
- ❑ To ensure we are on the right track, we would like to see which statements resonate the most with you:
 - You will have five options:
 - Strongly Disagree, Disagree
 - Neutral Response
 - Agree, Strongly Agree



WRRC's Next Steps

☐ First Statement

- Waterloo Region's rainbow community is supportive of businesses catering specifically to them, as they provide important opportunities for socializing and networking. Waterloo Region's rainbow community also believes that it is both large enough and diverse enough to support many opportunities for socializing and networking. Initiatives such as Queer Night Out are important, to actively organize more opportunities for the Rainbow community to connect, socialize and network.



WRRC's Next Steps

❑ Second Statement

- Waterloo Region's rainbow community believes that it is important to support local business and organizations that provide dedicated support for the Rainbow Community. This community has also observed the voids that can be created when these same businesses and organizations close. There is a need to encourage sustainable community development through diversifying the network of support for the Rainbow Community.



WRRC's Next Steps

☐ Third Statement

- Waterloo Region's rainbow community believes it is important to provide dedicated space to provide services targeted to individuals identifying with the Rainbow Community. Waterloo Region's rainbow community is diverse enough to also include individuals who desire services that integrate the many dimensions of their personal identities and may not strongly identify with Rainbow-specific services. There is a need to promote initiatives that increase inclusivity for all community members within existing community services and resources.



WRRC's Next Steps

❑ Fourth Statement

- Waterloo Regions' rainbow community benefits from the work of individuals who have dedicated a great deal of their time to provide leadership in the local Rainbow Community. The community believes that there is a need to expand our pool of leadership, to ensure that more voices are heard and can be representative of the diverse needs of our rainbow community. It is important to ensure that its activities and community development efforts engage, and are informed by, as broad a cross-section of our community as possible.



WRRC's Next Steps

❑ Fifth Statement

- Waterloo Region's rainbow community benefits from participating in the democratic process and has the right to have a say in how the community is governed. The community believes that there is a need to ensure candidates are aware of the needs and concerns of the rainbow community and that our voice is echoed by our political representatives. Conducting provincial and municipal election surveys and sharing the results with the general public is important to empower the community in making informed decisions.



WRRC's Next Steps

❑ Sixth Statement

- Annual community events and celebrations contribute to a strong rainbow community identity in Waterloo Region. It is important to foster this identity throughout the year, which is why it is important to host community conversations, dances, networking events and other opportunities to engage the community year-round.



WRRC's Next Steps

☐ Seventh Statement

- Rainbow youth and seniors face unique challenges and benefit from unique support services in Waterloo Region. Waterloo Region's rainbow community is strongest when there is an opportunity for generations to connect for mentoring, the sharing of experiences, and support. Developing a strong network of allies and increasing the number of opportunities for the community to connect with one another, is important to break down the barriers between generations to build a stronger, inclusive community.



WRRC's Next Steps

❑ Eighth Statement

- There is a great deal that needs to be done to make Waterloo Region more inclusive for the rainbow community. For efforts to be sustainable, it is important to have a strong pool of dedicated volunteers to avoid volunteer burnout and maintain consistent and meaningful service to the community. It is important that community organizations take efforts to scale their activities to its active volunteer base to ensure sustainable services, even if it takes longer to implement initiatives as a result.



WRRC's Next Steps

On-Line Participants: Results

N=10 (1 st -4 th) N=9 (5 th -7 th) N=8 (8 th)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1 st Statement	30% (3)	60% (9)	10%(1)	0	0
2 nd Statement	70% (9)	0	30% (3)	0	0
3 rd Statement	70% (7)	20% (2)	0	0	10%(1)
4 th Statement	50% (5)	40% (4)	10% (1)	0	0
5 th Statement	56% (5)	44% (4)	0	0	0
6 th Statement	56% (5)	44% (4)	0	0	0
7 th Statement	88% (8)	13% (1)	0	0	0
8 th Statement	25% (2)	50% (4)	12.5% (1)	12.5% (1)	0



WRRC's Next Steps

In-Person Participants: Results

N=5	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1 st Statement	40% (2)	60% (3)	0	0	0
2 nd Statement	40% (2)	60% (3)	0	0	0
3 rd Statement	60% (3)	40% (2)	0	0	0
4 th Statement	80% (4)	0	20% (1)	0	0
5 th Statement	20% (1)	80% (4)	0	0	0
6 th Statement	80% (4)	20% (1)	0	0	0
7 th Statement	60% (3)	40% (2)	0	0	0
8 th Statement	20% (1)	80% (4)	0	0	0



WRRC's Next Steps

Net Participants: Results

N=15 (1 st -4 th) N=14 (5 th -7 th) N=13 (8 th)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1 st Statement	33.3% (5)	60% (9)	6.7%(1)	0	0
2 nd Statement	60% (9)	20% (3)	20% (3)	0	0
3 rd Statement	66.6% (10)	26.7% (4)	0	0	6.7%(1)
4 th Statement	60% (9)	26.7% (4)	13.3% (2)	0	0
5 th Statement	42.9% (6)	57.1% (8)	0	0	0
6 th Statement	64.3% (9)	35.7% (5)	0	0	0
7 th Statement	78.6% (11)	21.4% (3)	0	0	0
8 th Statement	23.1% (3)	61.5% (8)	7.6% (1)	7.6% (1)	0



WRRC's Next Steps

- Based upon the Poll results, it appears that the WRRC's proposed direction is correct, given that respondents were predominately in agreeing with *all* statements.
- Having said the above, Statements 3 and 8 did not resonate as strongly as some of the other statements and may benefit from further review.
- Support was strongest for Statements 6 and 7.



Closing Statements

- Thank you for participating in our Virtual Community Conversation
 - This was an experiment and we looking forward to your feedback on how we can improve the experience.
- Be sure to watch your e-mail and/or the WRRC Facebook and webpage for our follow-up survey.
- Time permitting, we will host a brief Question & Answer session.



Questions & Answers

- ❑ The following questions arose during the Virtual Community Conversation.
 - There was a question raised surrounding the difference between the “Community Hub” and the “Rainbow Community Council”.
 - It was noted that the Community Hub is a physical space that is currently being examined by a number of local organizations. The Rainbow Community Council is a group of local organizations that is forming in 2015 in the interests of working together to support the Rainbow Community.
 - There were also a few technical questions over the course of the virtual conversation, but these were quickly resolved.

