



4C Initiative: Campus Community Civic Collaborative

Year-End Report, 2012 – 2013

The 4C Initiative: Campus Community Civic Collaborative

The 4C Initiative is the partnership between James Madison University's Institute for Constructive Advocacy and Dialogue and the Fairfield Center in downtown Harrisonburg. The initial partnership began in Fall, 2012 and was renamed the 4C Initiative in Spring, 2013. The 4C Initiative acts primarily as a resource of passionate and impartial facilitators available to the community.

Our Mission:

To advocate for, create spaces for, and facilitate the kinds of public conversations that allow communities to move forward on tough issues.

4C Advisory Council:

The 4C Advisory Council helps identify emerging issues in the community that would benefit from opportunities for public discussion, participates in initial discussions, and provides feedback for conversation formats.

Jessica Adolino	Sallie King	Genya O'Gara
Amadi Azikiwe	Joyce Krech	Andy Perrine
Aaron Bacue	Roz Leppington	Gary Race
Elise Barella	Stan Maclin	Peggy Schaeffer
Terry Beitzel	Gina Maggio	Nina Stensby-Hurst
Allison Bodkin	Dietrich Maune	Nick Swartz
Tony Britt	Sean McCarthy	Jennifer Toth
Jennifer Byrne	Cara Meixner	Frank Viscomi
Mike Davis	Lynette Michael	Celia Wright
Joe Fitzgerald	Irakli Mirzashvili	James Zimmerman
Hossain Heydari	Kristin Muncy	Poti Giannakouros

4C Affiliates:

Lori Britt	Pete Bsumek	Rob Alexander	Tim Ruebke
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4C Student Associates:

Student Associates have completed the Facilitating Public Engagement Processes course and are trained in planning public conversations and acting as impartial facilitators who care deeply about the quality of public discourse and helping citizens recognize the complexity of public issues.

Lauren Holder	Kaitlyn Shields	Cassie Ogren	Katie Lese
Casey Lynott	Alison Steed	Leanna Smithberger	Courtney Herb

Partnership with the Kettering Foundation:

Lori Britt and Tim Ruebke were chosen to participate in a research exchange with the Charles F. Kettering Foundation in Dayton, Ohio. Over the last year they have participated in workshops, training, and collaborative research to explore ways to bring citizens into deliberation on public issues, conduct workshops for other organizations in the community that wish to convene and deliberate public issues, and conduct research on the practices that enable this form of civic engagement. The Kettering Foundation focuses on the question of "What does it take to make

democracy work as it should?" Kettering advances this question through identifying and working with partners in what it calls joint learning cycles.

Major 2012 – 2013 Events

Our CommUNITY Speaks Conversation Tent

September 29, 2012

JMU and Fairfield Center volunteers facilitated informal conversations with community members at the International Festival to find out the most important issues for the Harrisonburg community to address in future summits.

Dialogue with the JMU chapter of the Society of Professional Journalists

November 27, 2012

Dr. Britt and two student associates facilitated a dialogue on diversity in journalism and suspending assumptions.

Forum on Energy, Natural Gas and Fracking, as part of the Madison Cup

April 10, 2013

Following a expert panel discussion on the topic, 4C associates facilitated a community dialogue about the issues of energy resources and fracking across the country as they relate to the values of economy, the safety of community resources, and protecting the environment.

Community Forum on Guns, Security, and Public Life

April 17, 2013

Students in the Facilitating Public Engagement Processes class hosted a forum on Guns, Security, and Public Life at the Lucy Simms center in downtown Harrisonburg. Preparations included logistics and stakeholder interviews, designing an original conversation format, and sending out invitations to community members. Students ran and facilitated the event and created a summary report of the discussions. The conversation centered on questions of values such as safety and freedom. The forum was attended by around 45 community members, and received highly positive feedback from attendees.

Old Town Civility Forum

May 24, 2013

4C facilitators designed and led a forum with Friends of Old Town on civility in the Old Town neighborhood. The purpose was to identify methods of educating and integrating JMU students living in Old Town in order to create a safe, caring, peaceful, and beautiful neighborhood for all. Over 50 people attended representing residents, local businesses, city officials, landlords, local law enforcement, students, and JMU faculty and administrative staff.

Harrisonburg and Rockingham Bike – Walk Summit

September 20, 2013

4C facilitators led the discussion portion of the summit and helped participants create a list of action plans for 2013-2014 that were collaboratively developed in a multi-part planning process. The action plans were focused on the five key areas that the League of American Bicyclists identifies as important areas to address in making a community bicycle and pedestrian friendly: Evaluation and planning, engineering and political connections, encouragement, education, and enforcement and safety.

Advisory Council Meeting

September 21, 2013

Dr. Britt and Mr. Ruebke led a pilot deliberation with members of the Advisory Council. The conversation used the National Issues Forum format and focused on Values and Public Choices about Strengthening our Community. Student note-takers recorded council members' input and feedback, helping to reshape the initial concept into a conversation that better addressed the specific needs of the Harrisonburg and Rockingham county community. This new NIF-style guide will be used for future forums in the community.

Colors of Leadership Training

October 27, 2013

Dr. Britt and 4C Student Associates facilitated a group training event with Tri Delta sorority about the Colors of Leadership.

Creating Our Town Forum

October 30, 2013

4C facilitators designed and facilitated a forum as part of JMuse Café's series of three community conversations on place and history. The discussion focused on the future of the Harrisonburg community and creating concrete action steps that can be applied short-term and long-term. Citizens were asked to focus on identifying projects they were willing to champion, and the goal was for everyone to leave feeling empowered to work on these projects. Local experts were available to consult and to provide reality-checks on action plans. Discussion topics included support and redevelopment of Harrisonburg's northeast neighborhood, issues of transportation and parking, public spaces and forums downtown, and creating processes to both safeguard and improve our community.

What's Ahead in 2014:

Access to Health: It's Political — A Community Dialogue

April 2, 2014

The Facilitating Public Engagement Processes class will facilitate a community dialogue as part of the new A Book for the 'Burg community reading experience. Students will begin conducting interviews in January and February with those involved in delivering and helping others access healthcare in order to understand the issues in our community and structure a productive conversation. This community dialogue will engage the contentious questions of access to health with stakeholders from many different groups in the Harrisonburg community. The hope is that all participants will both shape and gain understanding of how access to healthcare is impacted by many factors in our local community.