Engaging with Controversial Issues

Leadership Team:
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Engagement not Advocacy

**Engagement**
- Two-way process
- Inclusive
- Connect
- Listen to understand
- Multiple outcomes

**Advocacy**
- One-way process
- Narrow
- Persuade
- Listening for a break to talk
- Singular goal
Engagement

- **Relational** – builds bridges, crosses gaps, creates connections, partners, breaks down barriers

- **Outcomes oriented** – effects those involved and/or on a broader scale. It can help or change things for social benefit; can inform public debate and correct misunderstandings; and put research into practice.

- **Multiple options** – it can take different forms at different times – no one model or method (websites, events, presentations)

Davies, S.R. (2013)
Public Engagement Principles

- Personal Awareness
- Trustworthiness and Integrity
- Civility and Respect
- Empathy
- Cultural Awareness
- Openness
- Critical Thinking
- Listening
- Sound Decision-Making
- Constructive Dialogue
- Science-Based Knowledge
- Effective Communication
- Conflict Management
- Assessment and Feedback

Issues-360™
PUBLIC ENGAGEMENT PRINCIPLES
Critical Thinking Process

- Openness to new ideas (put personal beliefs on hold)
- Identifying information/definitions
- Analysis, comparisons/patterns
- Interpretation, synthesis
- Evaluation, judgement
- Application and/or engagement
Example Schedule

- **April**: Reflections on past year; group discussion; Awards Banquet
- **May**: End of term
- **August**: Welcome back
- **September**: Introductions; cultural awareness; I-360 ground rules
- **March**: I-360 engagement project presentations
- **February**: Issue presentation (Topic to be determined)
- **January**: How media cover controversial issues
- **December**: Fall social; I-360 engagement project proposals
- **October**: Fall retreat, Camp Tecumseh; Scientist panel
- **November**: Ethics vs. morality; Discussion of I-360 engagement projects
Issues 360 Fellow Remarks

- “I liked the diversity of students and majors we had, all bringing something special to the table...we had the opportunity to discuss and reflect in a non-oppressive environment. I personally learned a lot about how I think, why I see things the way I do, and what I am missing when looking at complex issues.”
  
  Daron

- “What really drew me to ISSUES-360 is its focus on issue engagement rather than activism. With all the controversy in agriculture today, I realized the importance of being able to facilitate a thoughtful discussion between opposing sides.”

  Holly
Issues 360 Fellow Remarks

• “The goal of gaining an ISSUES-360 view of an issue’s complexity truly made the program challenging, but invigorating”
  
  Shelby

• “Participating in ISSUES-360 encouraged me to take a wider view — a 360-degree look — at agriculture and all it encompasses.”

  Armenda
Issues 360 Fellows, Class I (April 2014)
Issues 360 Fellows, Class III (April 2016)
Issues 360 Fellows, Class IV (April 2017)
Questions?
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