



for the ECCL

Why?

***Because it's not good enough simply to
inform the community...***

We need the community to inform us.

Purpose:

- **Authentic Community Engagement**
- **2 way communication**
- **Extended Reach & Participation**
- **Extended Demographic Participation**

Who are the Audiences?

- **Community at Large – all demographics**
- **Semi-Public – Invited group participants**
- **Private – City, District, Project Team, combination**

Timeframe?

- **Near Term approach 6 months**
- **Mid Term approach 1 year**
- **Long Term approach 2 years & beyond**

Community Engagement - Integrated Web Hierarchy

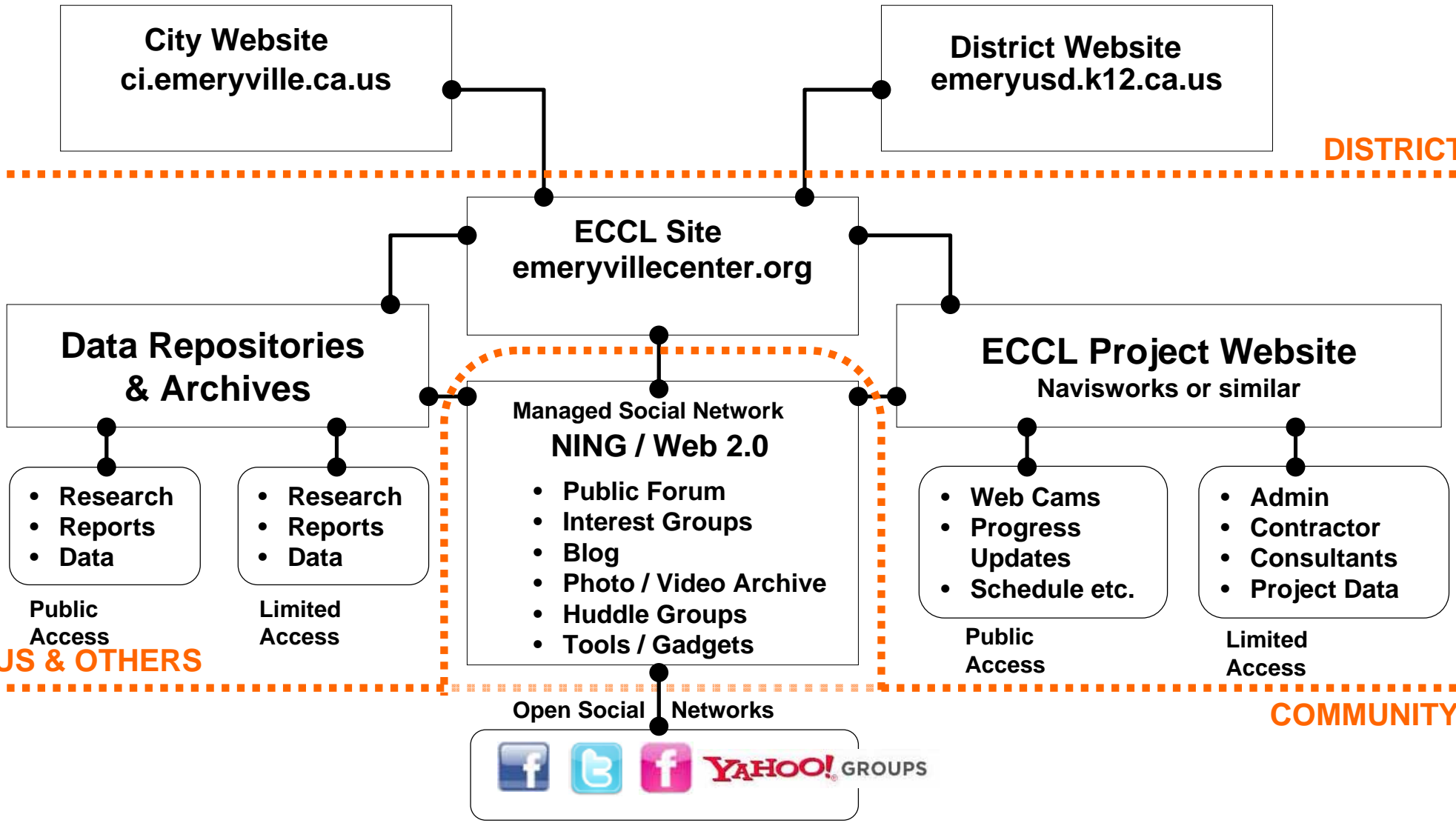
NEXUS PARTNERS

CITY

DISTRICT

NEXUS & OTHERS

COMMUNITY





Community can...

- Stay informed
- Participate in Groups
- Comment in Forums, blogs, groups etc.
- Use this portal as a link to other related social network sites

Benefits...

- 2 way communication
- Greater control of message
- More detail
- Aggregates multiple social network portals

Emeryville Center of Community Life
Let's Talk About It...

Main Forum Blog Photos Videos Rules FAQ's Groups Events Contact Us Invite My Page

My Network

Before you post... [Edit](#)

WELCOME!

Please feel free to browse through this site and see what other members of your community have to say. We encourage your participation and want to hear your perspective but please review the [RULES](#) before posting any content on this site.

vision statement [Edit](#)

The Emeryville Center of Community Life will offer to all a

Blog Posts [Edit](#)

Beta Web 2.0 Site Launched to Community Services and EUSD Staff

The Nexus Partners is now launching the Beta Web 2.0 site. We would welcome invited members to review the site and post your feedback in the comments section below. Keep in mind that content will be continuously added as participation increases, so what we are looking for is feedback on core functionality, usability and communication tools. If you like something, tell us. If you see things that you would like us to revise or add, tell us and we will try our best to accommodate.

We plan... [Continue](#)

Posted by [me](#) on February 17, 2010 at 9:00am

CLASS WARRIOR: Arne Duncan's bid to shake up schools

Nexus_1

Sign Out

[Inbox](#)

[Alerts](#)

[Friends - Invite](#)

[Settings](#)

Quick Add...

Groups [Edit](#)

Artist Community
2 members

Student & Youth



Community can...

- Become a FAN of Emeryvillecenter.org
- Stay connected with updates
- Comment on updates & topics

Benefits...

- Saturation: Already a large FB audience
- Technology lives in the pocket
- Youth demographic
- Easy to set up
- Links to other interest groups

facebook

Search

Emeryville Center of Community Life

Local Interest: Emeryville, CA

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

Emeryville Center of Community Life + Others

Just Emeryville Center of Community Life Just Others

Wall

- Info
- Friend Activity
- Photos
- Events
- Subscribe
- More ▾

78 check-ins

8,976 people like this

3 Friends Like This

Emeryville Center of Community Life

Local Interest: Emeryville, CA

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

Emeryville Center of Community Life + Others

Just Emeryville Center of Community Life

Just Others



Emeryville Center of Community Life

Did you know that the City of Emeryville is sponsoring local artist input into the ECCL? Here's how you can participate [Artist Workshop](#)



20 hours ago · Like · Comment · Share

40 people like this.

View all 11 comments

Friends



Profile
by Ann



Mobile
by John

Sponsor

SF Buc
partner



Parties
homeru