ENGAGING THE PUBLIC

Instructor: Ch. Jeremy Craft
Times: Friday, January 20 – 1300 to 1700
Location: Dixie Center – Ballroom D
Enrollment Limit: 60
Course Number: 74638

Description

Today’s citizenry is more aware of public services than any other time in history. Because of this fact, there is a greater demand on fire departments to ensure the public understands how they operate, and that they are being fiscally responsible. The purpose of the "Engage the Public" presentation is to help fire departments find new ways of engaging and educating the communities they serve. An engaged and educated community is a more responsible community in regards to the needs of the fire department; they also tend to have a greater sense of ownership for the service being provided. We have to change our thinking that we will educate the community when a need arises, rather we should look for opportunities to engage and educate in the everyday setting. The principles discussed in this class have been tested and proven. Attendees will take away a greater understanding of how to look for opportunities to engage members of their community while performing everyday tasks, use social media as a means of engaging and educating, and gain an understanding of how to become a part of the community and not just a service to them.