

**PURDUE**<sup>™</sup>  
AGRICULTURE

**ISSUES-360**<sup>™</sup>  
Issues Engagement Initiatives



## Engaging with Controversial Issues

### Leadership Team:

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# Engagement not Advocacy

## **Engagement**

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

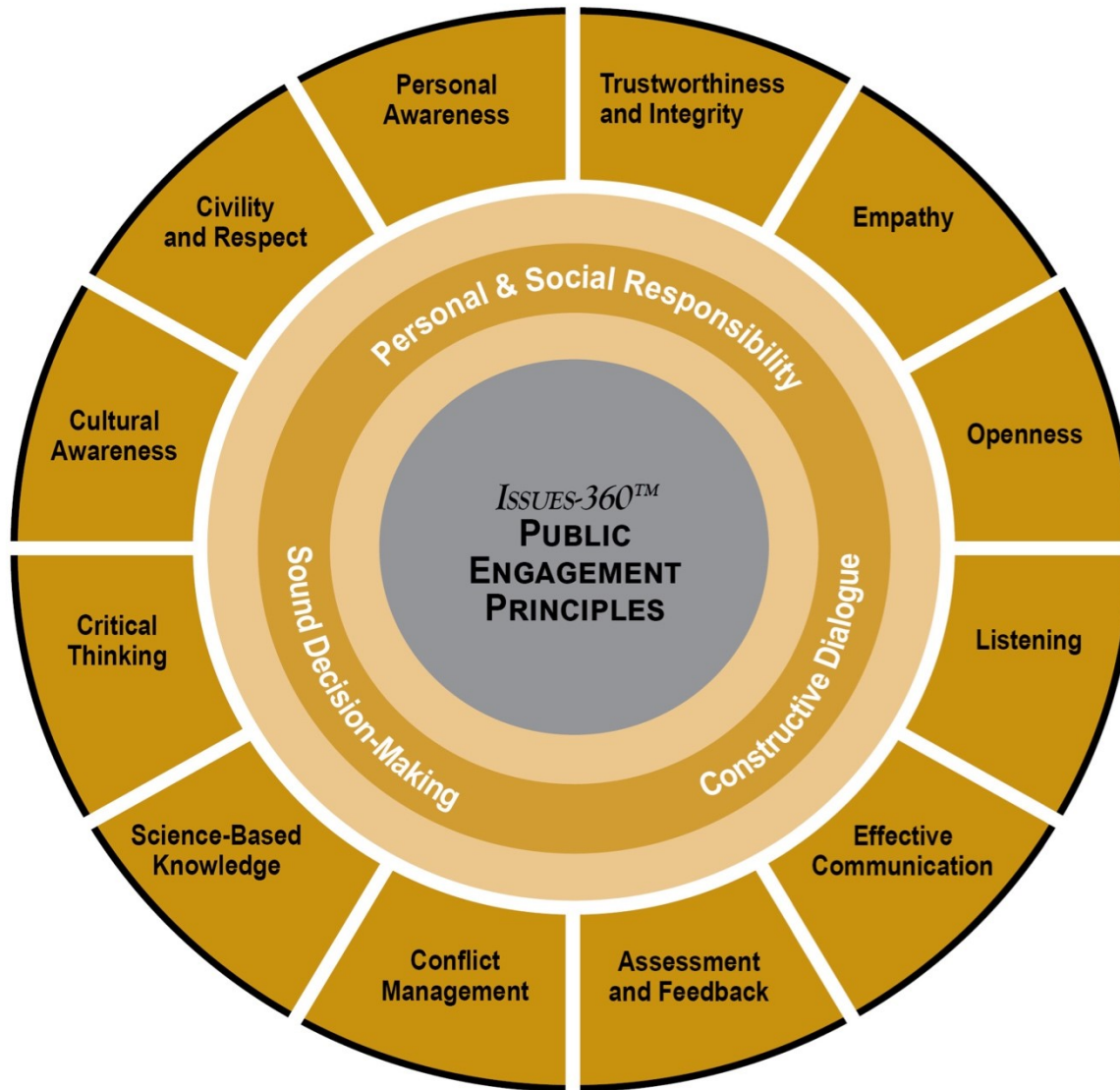
## **Advocacy**

- 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)

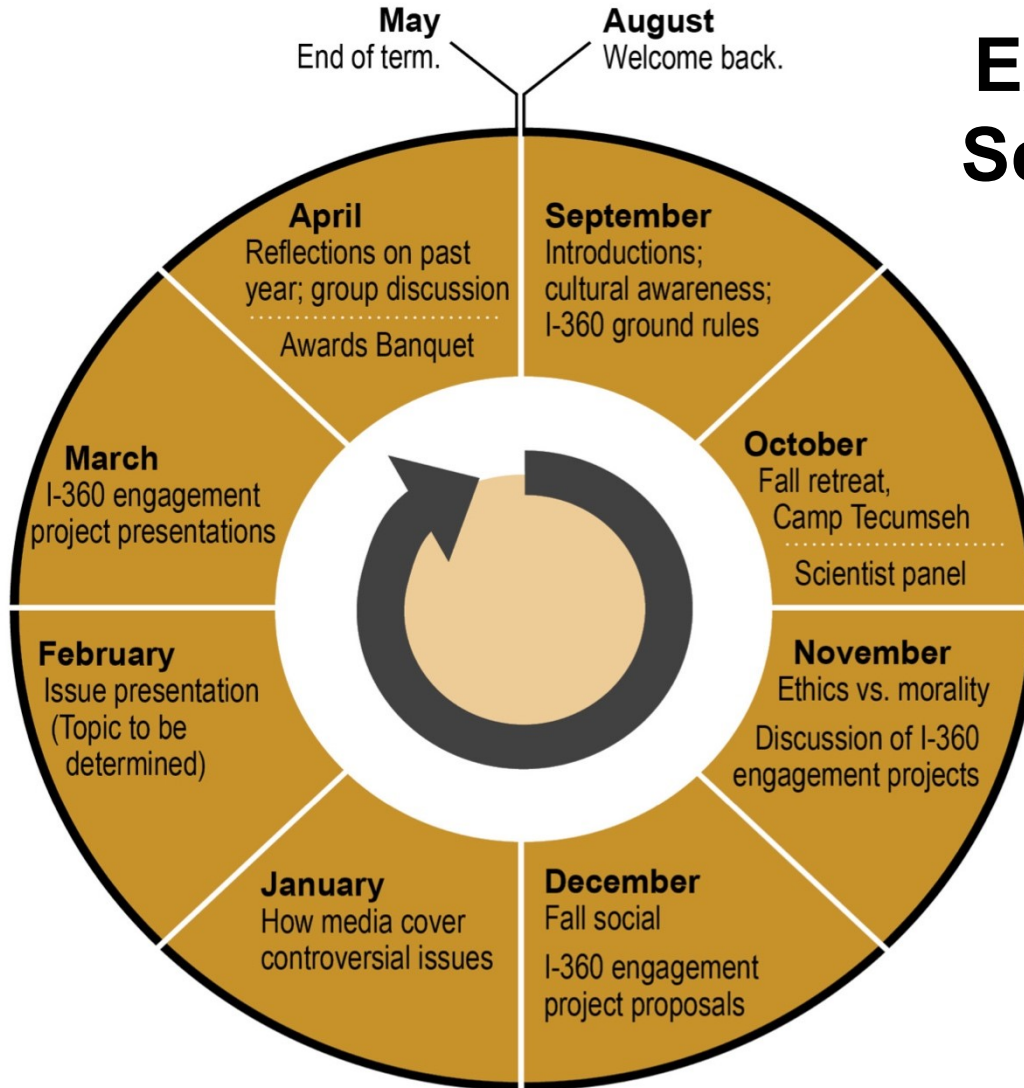


# Public Engagement Principles

# 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





# 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.”*
- *“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.”*

*Daron*

*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 II (April 2015)





## Issues 360 Fellows, Class III (April 2016)





## Issues 360 Fellows, Class IV (April 2017)







**Questions?**



# Contact Information

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