

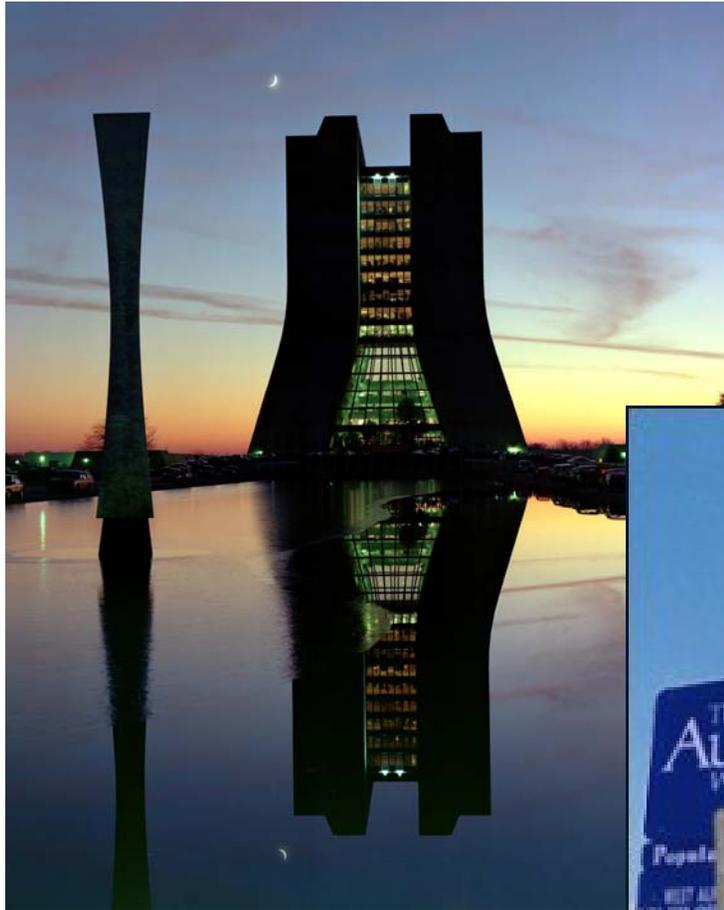
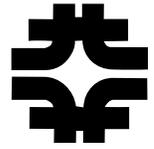


Community Envoy Program

September 5, 2006

Judy Jackson

Why?



Strengthen relationships
between Fermilab and
the community



Why?

- Strong community relationships are crucial for Fermilab's future.
- On a scale we've never done before.
- Especially if we want the ILC at Fermilab.
- It takes a laboratory.

C.A.T.C.H. - ILLINOIS
(CITIZENS AGAINST THE COLLIDER - HERNDON)

THIS IS WHAT FERMILAB USED TO LOOK LIKE WHEN IT WAS A "GOOD NEIGHBOR." THAT IS, BEFORE IT WAS PROPOSED TO BECOME THE "INJECTOR" FOR THE 3-MILE SSC RING. NOW FERMILAB IS SAYING IT'S "WORKING WITH THE STATE AND FEDERAL GOVERNMENT TO PROTECT YOUR LAND, WATER, WELLS, HOMES, FARM AND BUSINESS JOBS, TAX BASE, TAX DOLLARS, WETLANDS, AND YOUR PEACE AND TRANQUILITY. I WANT IT ALL AND I WANT IT NOW ... IF YOU WON'T GIVE IT TO ME ... I WILL TAKE IT."

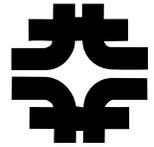
FERMILAB USED TO BE A GOOD NEIGHBOR, WHEN IT WAS A DISGRACE ... WHAT A DISAPPOINTMENT ... THAT'S WHAT IT LOOKS LIKE NOW ...

WANT TO STOP THIS OBNOXIOUS INTRUSION UPON YOUR FAMILY AND ENVIRONMENT, THEN PLAN TO ATTEND THE DEPARTMENT OF ENERGY HEARINGS ON OCTOBER 6 AT AURORA HIGH SCHOOL. THIS IS YOUR LAST CHANCE BEFORE THE DYNAMITING STARTS AND THE TRUCKS BEGIN TO ROLL!

"FERMILAB IS NO LONGER A GOOD NEIGHBOR"

C.A.T.C.H. - ILLINOIS
P.O. BOX 104, WASCO, IL 60178
(312) 584-4244

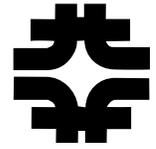
Why now?



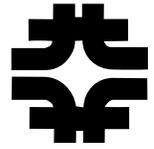
- Start now, building relationships
- They'll be in place when we need them.
- The ILC Community Task Force, successor to the Fermilab Community Task Force.



Not a sales force



What?



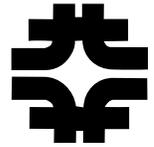
- Building relationships
- Person to person, rather than institutional
- Dealing with someone you know and trust
- Not just for the ILC, but for Fermilab

What?



- Forming the ILC Community Task Force
- Getting the membership right is crucial
 - Credibility with the community
 - Real representation for a good understanding of community views, good advice to Fermilab
- We need to ask a broad swath of the community who should be on it.

How? (We'll explain details.)



- You are matched up with two members of the community
- You call and arrange to meet them.
- You visit, introduce yourself, and get the ball rolling.
- You make contact (need not always be a visit) around four times a year.

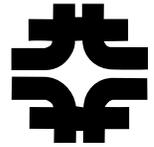


in business situations
it is important to
have a firm handshake

a pneumatic robot
hand is not necessary,
but it is recommended



How?

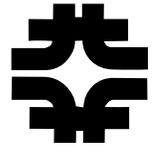


- If there's something important to communicate from Fermilab, you get in touch.
- If they want to communicate with Fermilab, they call you.
- If there are action items (tour, subscription, concern, speaker....) you pass them on to Public Affairs.



They call you....

You have back-up

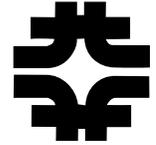


- Not a big time commitment for you.
- A few hours per quarter.

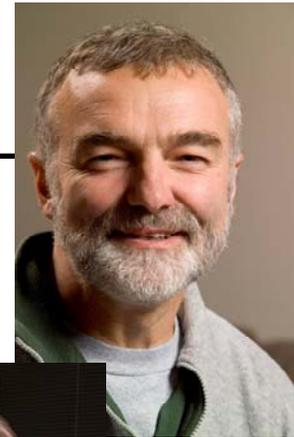


“We’re from Public Affairs,
and we’re here to help.”

We have partners.



- Argonne
- Fermi Site Office will do a parallel Office of Science envoy program.
- GDE



Harry Weerts

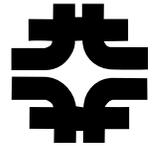


Joanna Livengood



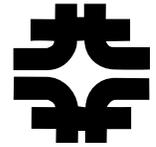
Elizabeth Clements

E963?



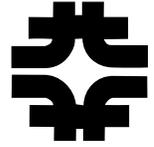
-
- Particle physics is an experimental science.
 - This is an experiment.
 - We're bound to learn a lot.
 - Data count. Diligence with CRM.
 - As in every experiment, we anticipate upgrades.

The Initial Conversation: Purpose



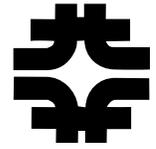
- Introduce ourselves and the envoy program
- Begin building relationships
- Provide basic information about Fermilab
- Answer any questions about Fermilab
- Introduce them to the ILC
- Identify possible members for the ILC Task Force

The Initial Conversation: Feedback



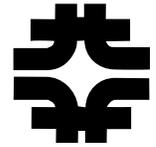
- How well informed
- Community concerns or issues
- How Fermilab is perceived
- How we can improve our communications
- Awareness/concerns about the ILC
- Desired involvement in ILC decision making

The Initial Conversation: Conversation Topics



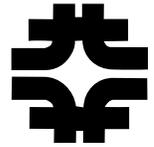
- Introduction to Envoy program
- Overview of Fermilab
- Introduction to the ILC
- Connect for the Future
- ID other stakeholders

The Initial Conversation: Making Contact



- We are looking at big changes in the future of the laboratory
- We want to connect with key members of our local community to talk about the future of Fermilab and understand your concerns and interests
- We are looking to develop a more direct relationship with the community as we plan our future

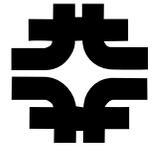
Conversation?



“Conversation in the United States is a competitive exercise in which the first person to draw breath is declared the listener.”

Nathan Miller

Active Listening



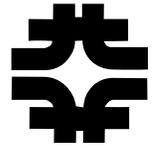
“A good listener tries to understand thoroughly what the other person is saying. In the end he may disagree sharply, but before he disagrees, he wants to know exactly what it is he is disagreeing with. “

Kenneth A. Wells

Guide to Good Leadership

Active Listening

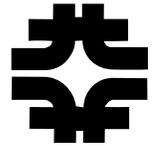
Step 1. Get Ready to Listen



- Stop talking
- Get rid of distractions
- Put your own thoughts aside
- Share responsibility for communication

Active Listening

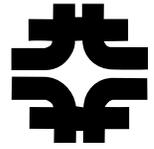
Step 2. Focus on the Speaker



- Empathize
- Express interest and encourage equally
- Be patient
- Watch for tone and non-verbal clues
- Ask clarifying questions
- Reflect back your understanding

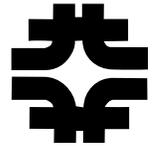
Active Listening

Step 3. Monitor Your Behavior



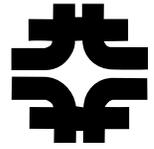
- Do not argue mentally
- Recognize prejudices, avoid judgments
- Do not antagonize the speaker
- Avoid assumptions
- Focus on the ideas, not the person

Dealing with Emotion and Anger



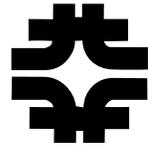
- Listen to their emotion (let them vent)
- Admit mistakes and apologize
- Validate their emotion and/or concerns
- Reframe concerns constructively
- Summarize and record their concerns
- Agree on a process and next steps
- Keep track and provide feedback

Tools You Can Use



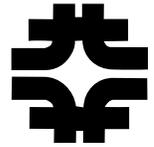
- Don't be defensive
- Show respect
- Step back
- Use silence
- Reframe
- Walk in their shoes
- Ask for their help

Conversations in Action



- What not to do
- Practice

Proposed Schedule



- Conversations to take place September 6 through October 20
- Next Meeting of Envoys October 24 or 25
 - Discuss reactions to conversations
 - Suggest improvements to materials and program
 - Identify possible candidates for ILC Task Force