



9:30am – 11:00am

AM Workshop 2

Community Engagement: Activating the Community Landscape for Systems Change

Most collective impact efforts focus on the “supply side,” the institutional players who rightly need greater alignment and collaboration. But institutional players, no matter how impactful, cannot move the needle on critical issues when the “demand side,” the community and resident players, are only marginally invited to both help shape and implement solutions. This workshop explores a unique approach to community engagement designed to a) re-humanize the community change process, and b) to mobilize and liberate all of the players and resources that are needed to shape solutions and make long-term transformative change.

Bill Traynor, Co-Founder and Partner, Trusted Space Partners

Bill is Co-Founder and a Partner in Trusted Space Partners since 2011. Prior to this, he was the Founder and Executive Director of Lawrence Community Works, an initiative to rebuild the struggling city of Lawrence, Massachusetts, his hometown.

Bill has over 30 years of experience in community development and community organizing, working in urban areas throughout the United States. He is the former Executive Director of the Coalition for a Better Ace, Inc., in Lowell, Massachusetts and was the Director of Community Development for CTAC Inc. of Boston. In 1992, Bill created Neighborhood Partners and the Neighborhood Partners Fund, which assisted more than 200 community development efforts nationwide. Through his work at Lawrence Community Works and in communities around the US, Bill has developed an innovative approach to place-making and community building called the Network-Centric Organizing approach. Bill also served as a long-time technical assistance provider to the Annie E. Casey Foundation and other foundations and groups in cities across the United States.

Bill currently serves on the national board of NetCentric Campaigns of Washington, DC. He is the author of numerous articles and handbooks on community development, community organizing and leadership. Check out Bill's blog called The Value of Place.

Bill is a graduate of UMass Lowell (BA) and received a Master's Degree in management from Heller School at Brandeis University (MMHS). In 1998, Bill was awarded a Loeb Fellowship from Harvard University at the Graduate School of Design.



2019 Conference