



By Julian Ownes, NOMA, AIA, NCARB | Jacobs &  
Kumi Wickramanayaka, AIA, LEED AP | Wienczek - Associates  
October 6th, 2023

# Community Engagement

SESSION #8

@ Global Furniture Showroom  
1130 Connecticut Ave NW, 10th floor suite,  
Washington, DC 20036



# Community Engagement

## **PROGRAM SUMMARY:**

Community engagement is a dynamic and vital process that encourages meaningful interactions, cooperation, and active involvement within a community or among individuals. It's not only important for organizations to focus on their internal practices but also on their relationships with the communities they serve. Authentic engagement is a comprehensive approach that seeks to engage people in decision-making, solving problems, and participating in initiatives that directly influence their lives and well-being.

In this session, we aim to broaden the conversation around architects' pursuit of equitable community engagement. Through discussions and workshops, participants will gain insights into what effective engagement looks like for various stakeholders. They will explore alternative and more accessible methodologies and tools for engagement, enhance their communication skills, and examine the positive outcomes of successful engagement, as well as the valuable lessons learned from less successful attempts.

## **LEARNING OBJECTIVES:**

1. Identify the diverse stakeholders involved in community engagement and the participatory design process, and how to effectively balance a variety of expectations and needs.
2. Explore alternative methods for engagement and their potential to foster more inclusive and efficient community engagement within urban environments.
3. Explore case studies to distinguish projects that have successfully incorporated community input and addressed community needs from those that have not.
4. Investigate and assess how architectural and planning practices utilize engagement strategies to foster positive change, with a dual focus on identifying both effective approaches that ensure equitable design access and support community social well-being, as well as recognizing prevalent ineffective methods and their resultant consequences.

## **PROGRAM ABSTRACT:**

*"Nothing about us, without us is for us."*

The architect possesses the capacity to make meaningful contributions to the complex challenges of today's world, such as housing inequality, sustainability, and limited resources, by employing design thinking and creative solutions. Architects never work in isolation, and it is evident that a project's impacts extend to various aspects of a community. In an era where community involvement often feels like a mere formality, how can architects establish genuine connections with the communities they serve? We will delve into how community engagement is practiced in other creative fields and explore alternative, potentially more effective methods of interaction and communication. We'll question whether traditional meetings and presentations are the best means of engagement and seek ways to go beyond these conventional approaches by meeting communities where they are and drawing insights from their real-life experiences. After this session, we hope to not only grasp effective methods of communication and engagement with the community but also understand the consequences of unsuccessful engagement, where buildings fail to accommodate its community aspirations and needs, erode trust in the process, and hinder future participation.

# Community Engagement

**Date:** 06.October.2023

**Location:** Global Furniture Showroom,  
1130 Connecticut Ave NW, Washington, DC, 20036

**Time:** 11:30 pm – 5:00pm

## AGENDA

11:30 – 12:00	Session Welcome & Lunch Reception
<b>12:00 – 1:20</b>	<b>Panel Discussion – Stakeholder Engagement &amp; Value of Social Capital</b> by Leila Funicane, Marnique Heath, Precious Rideout, Scott Matties, & Wayne Gore
1:20 – 1:30	Break
<b>1:30 – 2:30</b>	<b>Interactive Discussion – Thinking Outside the Box</b> by Keyonna Jones
2:30 – 2:40	Break
<b>2:40 – 4:10</b>	<b>Workshop – Self-Awareness - A key for Community Engagement</b> Led by Shalini Agrawal
4:10 – 4:15	Break
<b>4:15 – 5:00</b>	<b>Presentation – Crafting a Culture of Excellence - Revisiting Leadership Styles</b> by Cable Clark
5:00	Conclusion & Housekeeping
5:00 – 6:30	Program Closing Reception @ Quinn Evens 2101 L St NW Suite 950, Washington, DC 20037

#### **Panel Discussion:**

##### **Stakeholder Engagement & Value of Social Capital**

In the opening Act, various stakeholders from the construction industry will gather to share their individual perspectives on engagement. They will tap into their diverse backgrounds and expertise to collect a wide range of ideas and solutions. How can we ensure that everyone's expectations and objectives are well-informed, thus gaining their support throughout the development, planning, implementation, and evaluation stages?

##### **Leila Funicane, JD, MUP - President & Chief Executive Officer - Victory Housing**

Leila Funicane has been leading Victory Housing, Inc., a regional nonprofit dedicated to affordable housing development and senior assisted living, since 2017 as its President and CEO. With over 25 years of experience in real estate, affordable housing, and community development across various sectors, including roles at Capital One and NeighborWorks America, she has made significant contributions to housing initiatives and community development. She holds a Bachelor of Arts in American History and African-American Studies from the University of Pennsylvania, as well as Master of Urban Planning and Juris Doctor degrees from New York University. Leila has received awards and recognition from various organizations in the housing and nonprofit sectors and serves on the boards of multiple housing-related organizations.



Leila Funicane, JD, MUP - President &  
CEO - Victory Housing  
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##### **Marnique Heath, FAIA, - Principal - STUDIOS**

Marnique Heath is a Principal and Chair of the Board of Directors of STUDIOS Architecture, where she oversees an innovative design practice with a diverse client base. She is highly valued for her efforts to lead the firm into a new generation of industry practice where diverse interests and backgrounds must be valued and represented to create inclusive places and communities. She also reinforces climate justice as essential for creating equitable communities.

Through civic engagement, Marnique leads with a focus on the greater common good. She chairs the District of Columbia Historic Preservation Review Board at the appointment of Mayor Muriel Bowser, and she previously chaired the District of Columbia Board of Zoning Adjustment. She is known for her ability to merge divergent groups and interests to create an outcome where all stakeholders' voices are evident. She amplifies the history of marginalized communities by creating new historic districts and landmarks, including the Kingman Park Historic District and the Barry Farms District.

Marnique is a member of the American Institute of Architects' College of Fellows, recognition achieved by only 3% of members of the AIA for significant contribution to the profession and society.

Outside of professional and service work, Marnique enjoys spending time with her husband, Kenyattah Robinson, and son, Markus, and traveling whenever possible.



Marnique Heath, FAIA, Principal -  
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Scott Matties, AIA LEED AP - Credentials  
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**Scott Matties, AIA, LEED AP - Executive Vice President & Studio Director**

Mr. Matties holds a Master of Architecture from the University of Michigan and has more than 30 years of experience in architectural design and master planning for award-winning institutional, academic, commercial, and residential projects. His career has encompassed all aspects of residential design including single-family additions, renovations, new homes, multi-family apartments and condominiums, both market rate and affordable, and mixed-use, mixed-income communities. Continuing his vested interest in the education of communities concerning architecture and planning, Mr. Matties has led numerous community engagement meetings and presentations leading to approvals by jurisdictions throughout the Washington, DC Metropolitan area. He has extensive experience with community engagement and successfully managing projects with diverse stakeholder groups.



Wayne Gore - Community Engagement & Outreach Manager - DGS  
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**Wayne Gore, Community Engagement & Outreach Manager - DGS**

Wayne Gore is the current Community Engagement & Outreach Manger at the Department of General Services (DGS). In his current role, Wayne serves as a liaison helping to facilitate open communication and support for the community, Advisory Neighborhood Commissions (ANCs), and the Council of the District of Columbia. He is responsible for building and cultivating relationships and increasing engagement of residents, community partners, and stakeholders about DGS' mission to build, maintain and sustain the District of Columbia's real estate portfolio.

Wayne is experienced in developing and executing communications strategies, outreach development, and process improvements with a proven ability to manage multiple projects in a team-oriented work environment.

Wayne is a graduate of Radford University. and in his spare time, he enjoys traveling, live music, and spending time with his family.

#### **Interactive Discussion: Thinking Outside the Box**

In this upcoming discussion, Keyonna Jones, a prominent artist and community advocate in Washington, D.C., will lead a thought-provoking conversation about community engagement, drawing from her rich experiences as an artist, advocate, and active community member. She will delve into critical questions that lie at the heart of effective community engagement, such as: What defines effective community engagement, and how can we measure its success? What challenges has she personally faced, and what obstacles has she observed others encounter when striving to engage with the community effectively?

This session promises to be an insightful and productive dialogue, offering attendees the opportunity to gain valuable insights from Keyonna's extensive experience. Participants can look forward to exploring key strategies and learning from real-world examples as they engage in this important conversation with Keyonna Jones.



Keyonna Jones, Executive Director -  
Congress Heights Arts & Culture Center  
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#### **Keyonna Jones, Executive Director - Congress Heights Arts and Culture Center**

Born and raised in Washington, D.C., Keyonna graduated from St. John's College High School in 2006 and started her collegiate career as a student of Psychology at North Carolina State University in Raleigh, N.C. In search of a more challenging path, she transferred to Philip Merrill's College of Journalism at the University of Maryland, College Park where she received her Bachelors of Arts in Broadcast Journalism with a concentration in Education. She obtained her Master's in Science Management with a specialization in Public Relations in December 2019.

During the four years she worked as a news producer for News Radio station WNEW, 99.1, Keyonna received two Edward Murrow Awards. Returning to one of her original passions, in August 2015, Keyonna founded Congress Heights Arts and Culture Center (CHACC) home of #soufsidecreative, located at 3200 MLK Ave. SE, with a mission to bring something new and necessary to the East of the River community in the District of Columbia. She also serves on the board of The Creative School as Vice President.

Beyond her many efforts at CHACC, Keyonna has given serious energy to her many hobbies, transforming many of them into entrepreneurial ventures. She's a tattoo artist, published Fashion Stylist, photo enthusiast, graphic designer and avid gardener.

In June 2020, Keyonna had the honor of being 1 of 7 artists to paint the 'Black Lives Matter Plaza' which catapulted her into mural work in and out of the city. She's collaborated with the Washington Mystics, the Washington Commanders, Pharrel's Something in the Water Festival and many more. September 2022, Keyonna received the 37th Annual Mayors Arts Awards for Excellence as a Community Arts Advocate.

She is a proud mother of daughter Kayla Shawn and son Keon Michael.

## Workshop:

### Self-Awareness - A key for Community Engagement

In this interactive workshop, we intend to analyze past case studies to discern what has succeeded and what hasn't. As architects, what key communication skills do we need to develop? Moreover, it's crucial to recognize that both the absence of engagement and improper engagement can have detrimental effects on communities. We will establish common understanding for engaging with communities, provide historical context, introduce and practice core skills that are vital for architects.



Shalini Agrawal, Founder & Principal -  
Public Design for Equity  
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### Shalini Agrawal, Founder & Principal - Public Design for Equity

Shalini Agrawal is trained in architecture and brings over two decades of practice in community engagement. She has dedicated her career to bringing diversity, inclusion and equity in design and architecture. She is founder and principal of Public Design for Equity and Director of Pathways to Equity, leadership experiences for equitable community-engaged design. Shalini is a core organizer for Dark Matter University, a national network of BIPOC educators who challenge, inform, and reshape architecture education towards anti-racism. She is an award-winning educator at California College of the Arts as Associate Professor in Critical Ethnic Studies, Interdisciplinary Design Studios and the Decolonial School, teaching curricula that aims to decolonize design and architecture.

## Presentation #4:

### Crafting a Culture of Excellence: Revisiting Leadership Styles

To wrap up the program, Cable Clark will present a session revisiting leadership style and how the program has helped scholars become more self-aware of their strengths and weaknesses, facilitating their growth into better leaders. In conclusion, scholars will be given the chance to envision and shape their own future by contemplating and reflecting on the potential impact and value of CKLDP program has had on their careers as the future leaders of our profession.

### Cable Clark

Cable Clarke, renowned for his expertise in cultural change leadership, is the President of Clarke Consulting, a Washington, DC-based international consultancy established in 1994. Clarke Consulting specializes in facilitating cultural and organizational transformations, offering solutions for leadership development, team cohesion, and productivity enhancement.

In his capacity as Chief Principal, Cable Clarke excels in implementing leadership development programs and cultural change initiatives across various sectors. With over two decades of experience, he empowers organizations through constructive thinking and behavioral strategies, benefiting individuals, teams, and entire organizations.

Cable Clarke's approach involves reshaping behaviors that organizations encourage and reward, fundamentally altering their cultures. Clarke Consulting aligns organizational philosophies with internal systems to foster constructive cultures. His clientele includes the US Navy, Fortune 50 companies, IBM, JP Morgan, Microsoft, Siemens, GE, YUM Restaurants International, FEMA, and the IRS. Notably, Cable's involvement in a Fortune 50 manufacturing company led to a transformative cultural shift, resulting in increased productivity and employee satisfaction, along with financial success.



Cable Clarke  
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## Session 8 Organizers

# the Scholars

### Julian Owens, NOMA, AIA, NCARB



Julian Owens, NOMA, AIA, NCARB  
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Julian Owens is an architecture professional with a strong commitment to community advocacy, a passion cultivated during his studies at Clemson University. There, he earned both his Bachelor of Arts and Masters Degrees in Architecture. Julian founded and led the university's chapter of the National Organization of Minority Architects (NOMA), and years later assumed the role of Parliamentarian on NOMA's National Executive Board. Presently, he remains dedicated to NOMA, being actively involved at both the national and local levels, fueled by his desire for impactful community engagement.

Recognized nationally for his significant contributions, Julian was honored with the 2022 AIA Associates Award. Currently serving as a Project Architect at Jacobs, he boasts over 5 years of experience designing diverse building projects, ranging from single-family residences to sizable commercial, mixed-use multifamily, and higher education facilities. As a licensed architect and native of Washington, D.C., Julian's aspirations revolve around continual improvement of his craft, eagerly anticipating future opportunities to positively influence his community through thoughtful design.

### Kumi Wickramanayaka, AIA, LEED AP



Kumi Wickramanayaka, AIA, LEED AP  
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Kumi is a licensed architect currently based in Washington DC, originally from Sri Lanka, her experience as an Architecture student in a developing nation has been crucial in shaping her knowledge and outlook on the built environment and her passion towards Public Interest Design and Social Equity. She firmly believes that well-designed, dignified spaces possess the remarkable power to uplift marginalized communities.

In her role as a Project Architect at Wiencek -Associates, she seeks a path of socially responsible architecture by specializing in Affordable Multifamily & Affordable Senior Housing. Her daily work is a testament to her commitment to providing dignified living spaces for those facing economic challenges.

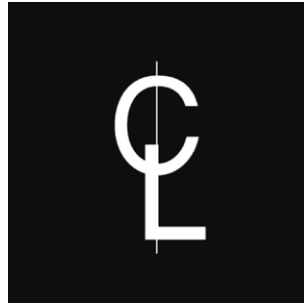
Beyond the confines of her professional workspace, she is a fervent advocate for expanding her network and knowledge within the construction industry. Currently, she serves as the co-chair of the AIA|DC Urban Design Committee, and volunteers at the Neighborhood Design Center as a volunteer designer, where her contributions earned her the distinction of being named the organization's Prince George's County Volunteer of the Year - 2022. Her active involvement in these roles underscores her profound commitment to both her profession and the community she serves.



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### Acknowledgements

We would also like to thank...

The CKLDP Advisory Committee, Wiencek-Associates, and Dhamsith Pilapitiya for their support