

DDI 2019
Naming and Framing Faculty Preparation

Conceptual Overview of Process: Framing Issues for Public Deliberation

Choose a topic

- Of broad concern to the community
- No clear "right answer"
- Many kinds of people and groups will have to act

Identify Concerns

- Use [concern gathering sessions](#) with as broad a range of community members as possible.
- When you think about this issue, what bothers you personally?
- What concerns do you hear friends and family members talking about when it comes to this issue? How about people unlike you or me?

Group Similar Concerns

- [Review and group the concerns](#). For each:
 - o What is the deeply held principle or belief behind this concern?
 - o What do you think was really bothering the person who said this?
- Find other similar concerns. Shoot for three or four groupings, 15-20 concerns in each group.
- Check the groupings. Ask:
 - o Are they different from one another?
 - o Could any be combined?

Describe Each Group

- For each grouping of concerns, write a sentence or two that captures what it is about.
 - o What is really behind these concerns?
 - o What do these concerns say about what the problem is and how it should be addressed?

Refine and Name the Issue

- Use the sentences about the groupings to check the initial topic or issue.
 - o What is the common thread running through the clusters?
 - o What problem are they all getting at?
- Refine your initial topic language to reflect the concerns and describe an issue that connects with them.

Create Options

- Each concern grouping will become an Option. Starting with the brief statement for each concern grouping, ask:

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- o If that is your concern, what would you do to address that?
 - At this stage, these can be general actions, the idea is to get at the kinds of actions that would address the concern.
 - Try to come up with actions that would be done by a range of people (government, business, community, individuals, etc.)
- o If we did that, and it worked perfectly, what would be some of the drawbacks or downsides we would have to accept?
 - This is not an argument against the Option, but a trade off that would have to be accepted.
- Now revisit the name of the issue. Do the options address that issue? If not, does the name of the problem need to change? Or do one or more of the options need to be adjusted?

Write the Issue Framework

- When complete, this work can be presented in a 3x3 grid that helps to make it clear. This is the overall "frame" of the issue:

Issue: Statement		
Option One: Statement	Option One: Example actions	Option One: Drawbacks
Option Two: Statement	Option Two: Example actions	Option Two: Drawbacks
Option Three: Statement	Option Three Example actions	Option Three: Drawbacks

Create a Full Issue Guide by Giving Detail to the Issue Framework

- To write an issue guide, first give more detail to the Issue Framework:
 - o For each Option, identify five or six specific actions and who would do it.
 - o For each specific action, identify a drawback if it were to be implemented and worked perfectly.
- Test the Issue Framework by using it as the basis for deliberative forums.
 - o Use these [checkpoints for deliberative frameworks](#) to see where it could be improved.
- The issue guide is written based on the detailed Issue Framework. (Do not do it in reverse and create the framework as a condensed version of the guide.)