In this hands-on session, Ms. Laura Lam will present on how community engagement tools help people navigate complex community issues. The presentation will include a practice session where participants will engage in small group exercises through a detailed worksheet and tool guide. Using ongoing practical ideas from Kalamazoo, participants will explore the community’s role, methods of engagement, and development and follow through of a community engagement map for a successful project completion.

**Laura Lam**  
*Deputy City Manager*  
*City of Kalamazoo*

Laura Lam grew up in Kalamazoo, graduated from Kalamazoo College with a Sociology/Psychology major, and earned a Master of Public Administration degree from San Jose State University.

She worked as a community organizer in Chicago for two years and spent eight years working for the City of San Jose, where her focus was on a large-scale community revitalization strategy called the Strong Neighborhoods Initiative. Laura joined the City of Kalamazoo in 2009 as the Community Development Manager and later became the Director of Community Planning and Development. In 2017, Laura was promoted to Assistant City Manager overseeing the Foundation for Excellence, an innovative public-private partnership to address systemic challenges that undercut the City's efforts to revitalize and achieve prosperity. Ms. Lam has been the Deputy City Manager of Kalamazoo since spring 2019.

**Date:** March 11, 2020  
**Place:** 1910 Sangren Hall  
**Refreshments at 5 p.m.**  
**Talk from 5:15 to 6:30 p.m.**

Students: Please note that attending this event counts toward WMU Signature Program (with the chosen focus areas listed on your transcript and diploma) where you attend a total of 18 events and reflect on your experience (www.wmich.edu/signature)