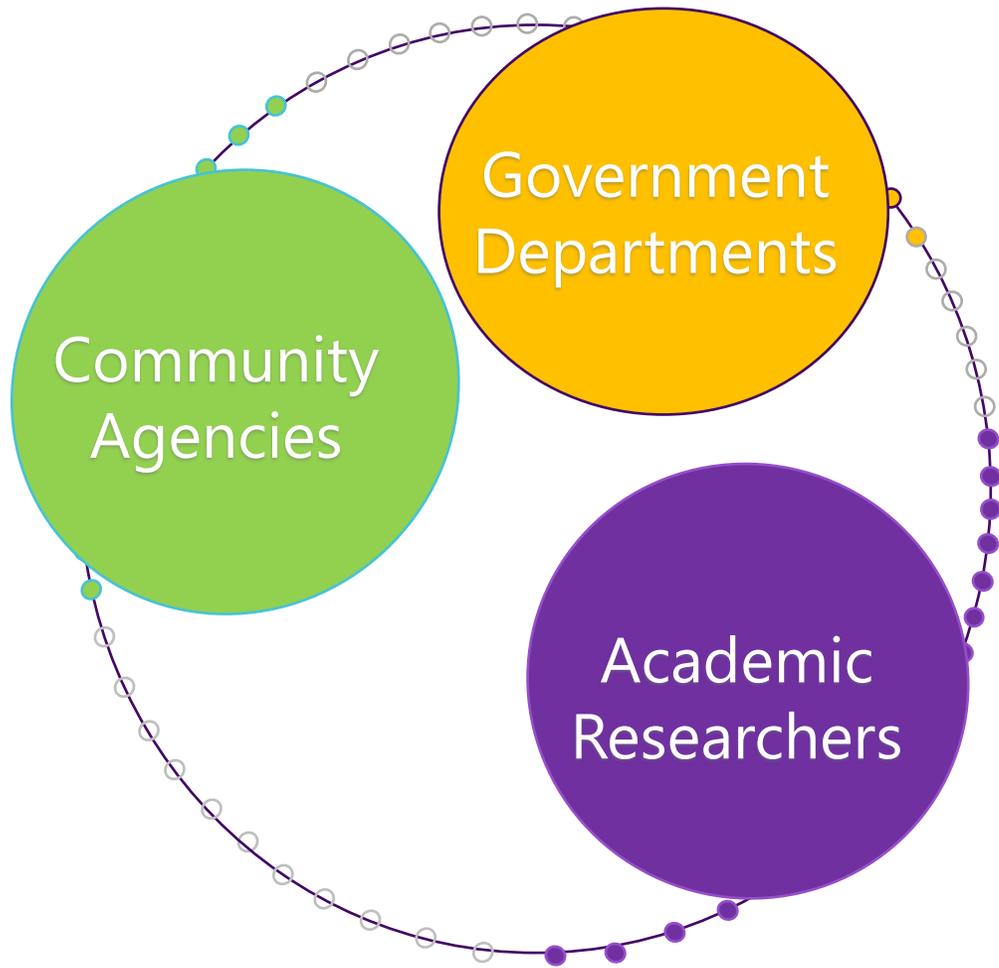


SPECTRUM



FIND NOVEL WAYS TO IMPROVE LIVES OF MANITOBANS



LEARN FROM EACH OTHER ABOUT CHALLENGES & OPPORTUNITIES



LEVERAGE POTENTIAL OF MANITOBA'S UNIQUE DATA RESOURCES



INCREASE CAPABILITY FOR SOCIAL POLICY RESEARCH & EVALUATION

Today's Agenda

- Welcome and Introduction
- The Ghost Road by La Royce Batchelor
- *Break*
- Unpacking the Public Policy Process: Framing by Andrea Rounce
- Breakout Discussion
- Closing





SPECTRUM

2022

The Ghost Road

WHO AM I?

- Classically trained social constructivist phenomenological rhetorician and analyst.
- WHAT DOES THAT MEAN?
- My work focuses on how language choices create reality.
- The majority of my work is with foundational documents and policy.
- If a picture is worth 1,000 words, we'd better make each word very clear.
- And clearly, a rhetorician is not ALL I am. But I do bring ALL of who I am to ALL I do.



What's my process?

1) Start with a text and a deep read.

- **SPECTRUM's mission:**

- Spectrum brings people together to use data and lived experience to inform how we can become a fairer and more just society. We share a commitment that we can achieve more by working together than we could working alone.
 - WHO – we are a collaborative partnership of community organization representatives, government staff, researchers and students from across Manitoba
 - WHY – we are seeking creative ways to make human services, programs and policies better serve people's needs
 - HOW – we are doing this through applied research, predominantly using the Manitoba Population Research Data Repository
 - WHAT – our ultimate goal is to achieve equity across the complete spectrum of outcomes, including health and well-being, education, justice, housing, income, and employment.



What's my process?

2) Interrogate the structure and organization.

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 - WHAT – our ultimate goal is to achieve equity across the complete spectrum of outcomes, including health and well-being, education, justice, housing, income, and employment.
- Why this order? Are the people really what's most important? Or is it the work?



What's my process?

3) Examine sentence structure and organization.

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What's my process?

4) Examine word choice both denotative and connotative.

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What's my process?

5) Conduct word counts on repetitive language.

- **SPECTRUM's mission:**

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 - WHAT – our ultimate goal is to achieve equity across the complete spectrum of outcomes, including health and well-being, education, justice, housing, income, and employment.



Let's do one together.

- **SPECTRUM's values are**
- Collaboration:
 - We will give partners the benefit of the doubt, ask questions when we need clarification, and actively participate in the work
- Compassion:
 - We will have compassion for each other by holding space for different perspectives and experiences
- Courage:
 - We will have courage to share freely the knowledge we bring for our collective benefit
- Creativity and Innovation:
 - We welcome and seek out new ideas of tackling complex problems
- Respect for Diversity:
 - We will not privilege one type of wisdom or ways of knowing over another



Let's do one together.

1) Let's do a deep read.

- **SPECTRUM's values are**

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Let's do one together.

2) Let's interrogate structure and organization.

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3) Let's examine sentence structure and organization.

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Let's do one together.

4) Now let's look at word choice both denotative and connotative.

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Let's do one together.

5) Finally, are there repetitive words?

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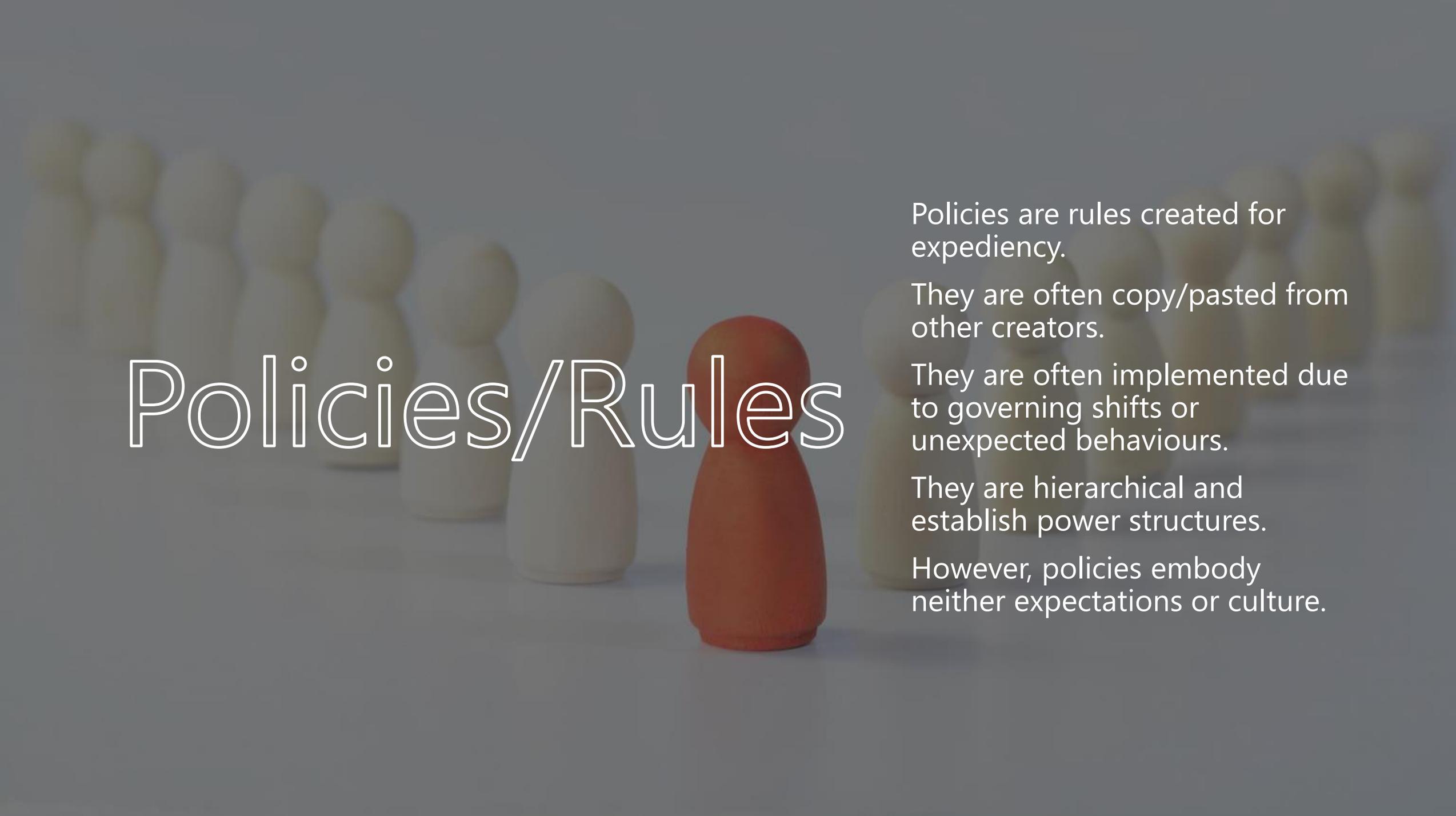
Exploring Concepts and Definitions

Word	Connotative	Denotative	Rules	Expectations	Corporate Culture
Example: Probation This is a sample of what probation meant to another organization.	Term of employment consideration	Release of an offender from detention, subject to a period of good behaviour under supervision. The process or period of testing or observing the character or abilities of a person in a certain role	Probation is of a determined length and may be extended. May be terminated without process.	Exemplary behaviour, performance, and deliverables despite being new, onboarding, developing new relationships, navigating new culture, and life adjustments.	Watch yourself, everyone is watching. Keep your head down. Don't step out of line. Toe the line. Don't be controversial. People will mistrust you until you get through probation.
Inclusion					
Diversity					
Equity					
Equality					
Accessibility					
Probation					
Community					





It is important
to find that
Ghost Road.

A row of white chess pawns is shown in a shallow depth of field, with one red pawn standing out prominently in the foreground. The background is a soft, out-of-focus grey.

Policies/Rules

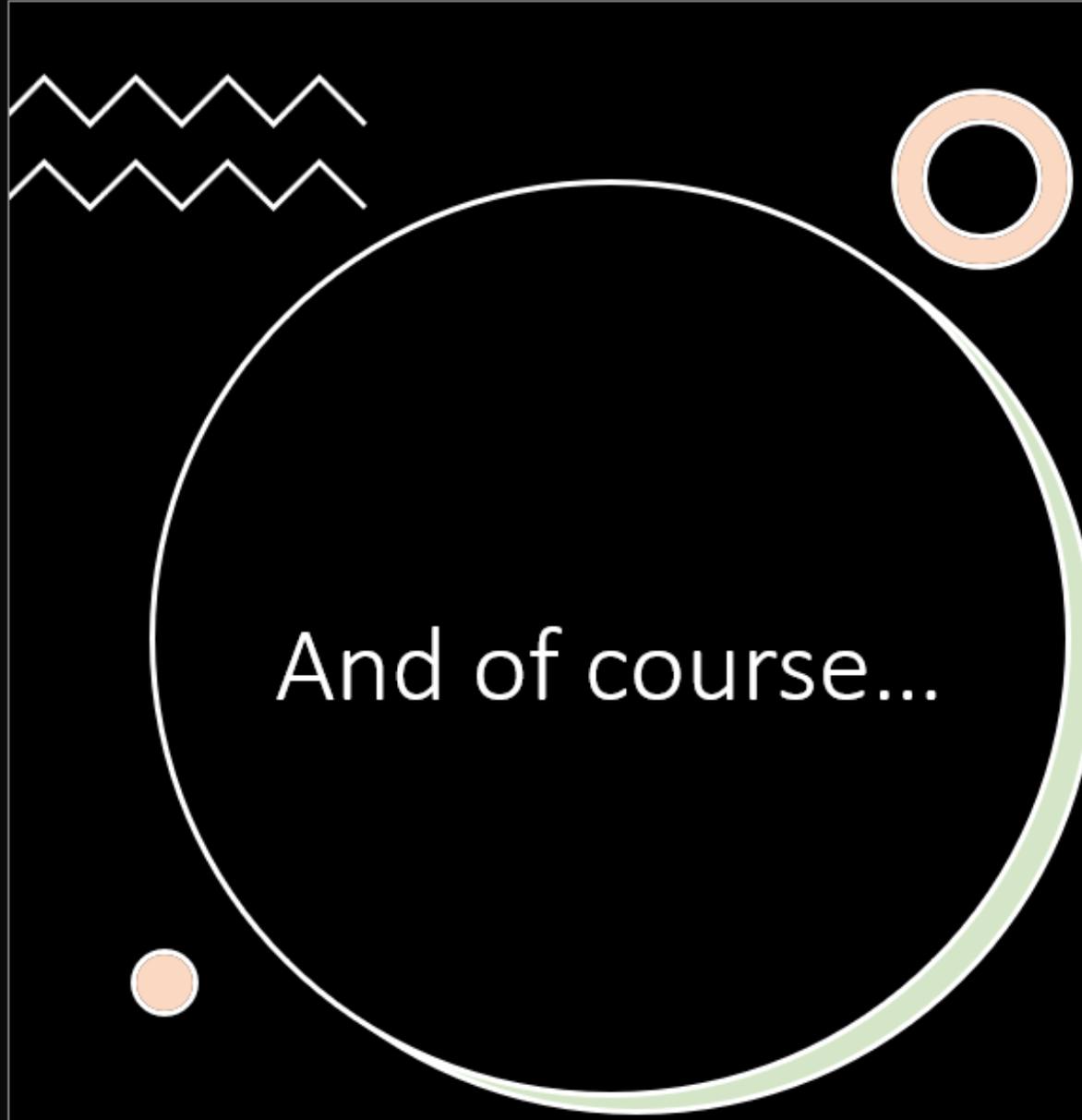
Policies are rules created for expediency.

They are often copy/pasted from other creators.

They are often implemented due to governing shifts or unexpected behaviours.

They are hierarchical and establish power structures.

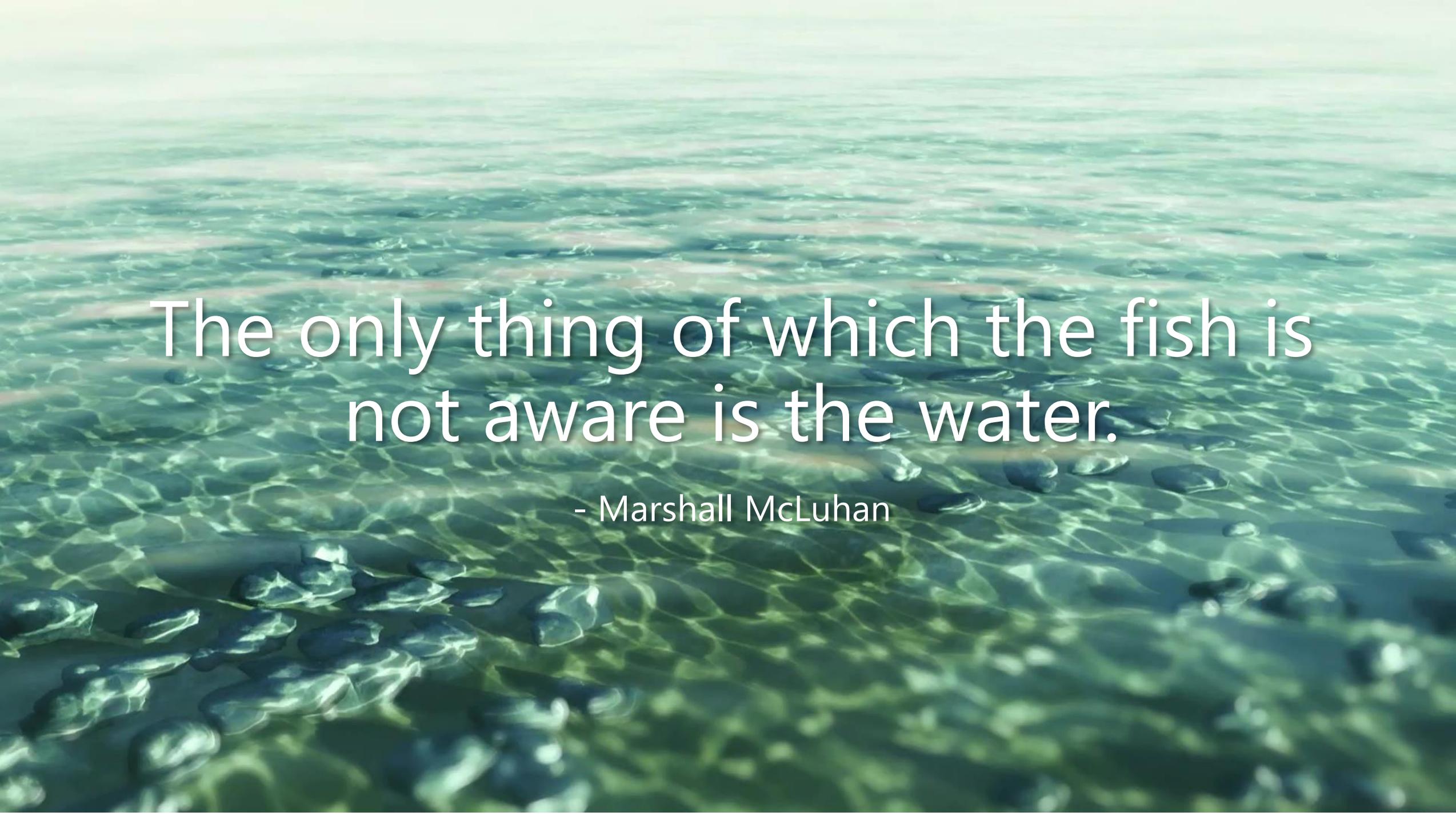
However, policies embody neither expectations or culture.



And of course...

- Policies, expectations, and culture are all deeply steeped in colonizing culture.
- My research has demonstrated again and again that more than 65% of people do not align well with dominant organizational culture and choose instead to silence themselves.
- By the way... that's a culture of oppression that EXPECTS marginalized individuals to silence themselves and just get along.
- The result is oppression without policy, data, or the possibility of change.



An aerial photograph of a large body of water, likely a lake or a wide river. The water is a deep, clear blue-green color, with sunlight reflecting off the surface, creating a shimmering, textured effect. In the foreground, a rocky shoreline is visible, with several large, dark, rounded stones protruding from the water. The background shows the vast expanse of the water stretching towards a distant, hazy horizon under a pale sky.

The only thing of which the fish is
not aware is the water.

- Marshall McLuhan



In academia,
government
and
organizations...

Language is the water.





Questions?

SPECTRUM 

SSHRC  CRSH

<https://www.spectrum-mb.ca/>