

COMMUNITY ENGAGEMENT

Phase I: Getting Beyond Initial Stakeholders



Activity 1: Who is Your Community?

Goals

1. Identify community stakeholders
2. Consider goals for each stakeholder group
3. Prioritize community stakeholders

Prerequisites

None

Who Should Participate?

Program leadership
(strategic thinkers)

Length

30-75 minutes

Definition: Open-Source Communities and Stakeholders

Sustainable software is that which remains viable and effective as long as it is needed. Who decides if software is viable, effective, and needed? The community!

“...Contributors from all over the world who share an interest in meeting a common need, ranging from minor projects to huge developments...”

[Encyclopedia of Networked and Virtual Organizations](#)

Communities consist of various stakeholder groups. A stakeholder is an individual, group or organization within or outside the program who is impacted by its outcome, and who has an interest in its success.

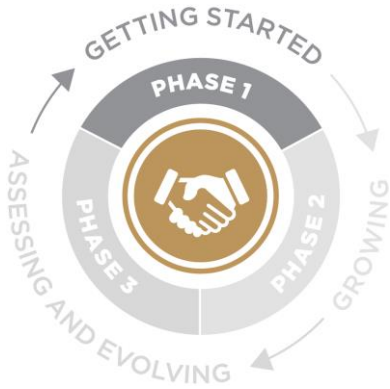
Every community is different and is defined by the shared need and joint endeavors. There can be communities within communities (e.g., Fedora developers may be a community within the larger Fedora community; or VuFind community members are part of the larger open-source community). Stakeholders can also belong to multiple communities.

Activity Instructions

This can be done as one group or multiple small groups. If you have more than five people participating, consider multiple small groups doing this activity separately and coming back as a larger group to discuss results.

Part 1

1. On a whiteboard, list as many stakeholders as you can ([example](#)).
2. Group the stakeholders into categories, using whatever methodology you find helpful to facilitate discussion.
 - For example, if there are several individuals or organizations with similar goals and relationships to your program, group them, e.g., potential integration partners, funders, service providers, etc.
3. Consider your goals for each stakeholder group along a matrix of Influence and Interest/Availability. A sample matrix is on page 3. Those involved with the program likely have limited bandwidth, so what is the most productive way to focus how you engage with them? For example, for the following stakeholders, are you trying to keep them activity engaged or generally informed:
 - End user



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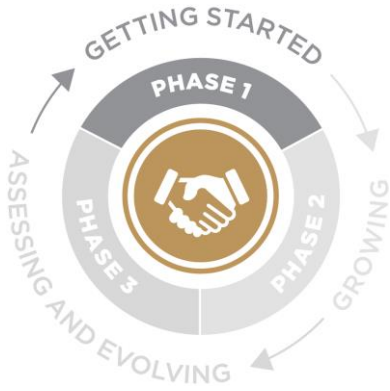


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- Library Dean
 - Developer
 - Governance member
4. Prioritize the groups that you want to increase engagement with during the next year. Consider what is a manageable number of prioritized groups (i.e., is it 1-3?). If you have more than 10, a sticker vote (details below) is a helpful prioritization method.
- Sticker Vote: In a sticker vote, each participant is assigned a number of stickers - these can be physical stickers in an in-person event or a specified piece of text (e.g., +1) in a virtual environment. Participants place their stickers or text alongside the options they're voting for, according to the parameters of the exercise (e.g., most important, most likely, most interesting, etc.).

Part 2

1. Once you have agreed upon and prioritized stakeholder groups, you can identify which groups to work with to achieve specific goals and objectives (e.g., technical stakeholders for a specific development project). This information can serve to help explain activities or direction.
2. Discuss potential areas of opportunities and areas of collaboration. How can your community work together to create and achieve community goals?
3. Consider what skills are required to make collaboration effective (e.g., language)



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