

COMMUNITY ENGAGEMENT

Phase I: Getting Beyond Initial Stakeholders



Activity 3: Plan an Outreach Committee

Goals

1. Create goals, identify gaps, and determine timeline for the Outreach Committee
2. Create mission/vision for the committee

Prerequisites

None

Who Should Participate?

Current Governance participants, Community representatives who are interested in outreach. This tends to be an activity for larger programs or those that want to start engaging community members.

Length

60-90 minutes

Background

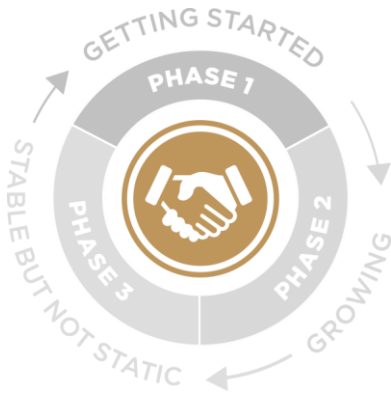
Communication strategies tend to focus on reaching out to share information with current and potential community members. Community engagement takes it a step further by interacting with our stakeholders and encouraging them to interact with each other. In phase one, your program may be focused simply on communication while building toward a stronger engagement strategy.

Pre-Work

You may want to document current outreach practices to help with goal creation and gap identification.

Activity Instructions

1. Brainstorm goals for the Outreach Committee. Examples include:
 - creation of overall communications and engagement strategy
 - outline mechanism to execute a strategy – e.g. create working groups, etc.
 - prioritization of stakeholder groups for specific time periods
 - creation of communication channels
 - need to engage more community members
 - how to consider the diverse needs of the community and how their needs and capacity may vary
2. Identify gaps in current communication and engagement, such as lack of:
 - mechanism for distribution of information
 - specific communication channels
 - mechanism for new community members to learn about the landscape (software itself, how to participate in governance and committees, etc.)
 - mechanism for community members to engage each other (without intervention/moderation from program staff or governance)
 - mechanism for existing community members to help new members



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3. Prioritize gaps (via sticker vote if there are many)
 - 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.).
4. Determine the committee's mode of operation (consider goals and gaps from earlier step). For example, does the committee need to:
 - create an overall strategy for other teams to close gaps (short term)
 - choose top 3 gaps to close (short term) or
 - take actions to close all gaps (long term)
5. Based on operation, determine if the committee is time-bound. Is this a standing committee or a committee that is being formed for a specific purpose (e.g. to create a strategy) and then other committees will execute it?
6. Create a mission/vision/purpose for the Committee.

You can use the mission/vision exercise in the Pre-Work section of the Community Engagement Toolkit:

<https://wiki.lyrasis.org/display/ITAV/ITAViP+Toolkit%3A+Community+Engagement>

Next Steps

You can use these results in *CE Activity 4: Create Outreach Committee Charter*.