COMMUNITY ENGAGEMENT
Phase I: Getting Beyond Initial Stakeholders

Activity 5: Stakeholder and Engagement Matching Tool

Goals
1. Understand the communication needs and preferences of different stakeholders
2. Match different stakeholders to potential engagement tools

Activity Instructions
This can be done in one small group, or as a large group broken into multiple small groups focused on different stakeholder groups.

Step 1: Tool Brainstorm and Review

- Brainstorm various tools and mechanisms your program uses (or may want to use) to communicate with stakeholders. Note the pros and cons of each.
  - Some communication tools are better suited for specific audiences. For example, using Twitter to reach senior citizens may not be the best match; developers may be more likely to respond to Slack messages than listservs, etc.
  - It can be helpful to set objectives for the number of ideas to be listed and the time to be spent, e.g. "Let's spend 10 minutes coming up with a list of 15 tools we use or would like to use to communicate with our stakeholders."

(See sample brainstorm table on next page)

Prerequisites
CE Activity: Who is Your Community?

Who Should Participate?
Program management (tactical thinkers); Program staff (operational expertise); representatives of stakeholder groups you want to reach

Length
60-90 minutes

Tool Brainstorm and Review

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Activity 5: Stakeholder and Engagement Matching Tool

Examples in *blue italics*.

<table>
<thead>
<tr>
<th>Tools/Modes</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wiki</td>
<td>Easy to update; detailed info</td>
<td>Can be passive; need to notify people to go there to see info</td>
</tr>
<tr>
<td>Listservs (as a group or individual listservs)</td>
<td>Delivered to addressee’s inbox</td>
<td>Can be overwhelming or underused</td>
</tr>
<tr>
<td>Slack</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Step 2: Map Stakeholder Group/Goal/Communication Preferences**

- For each stakeholder group, bring in your goals (along a matrix of Influence and Interest/Availability from CE Activity: Who Is Your Community) and map communication preferences and tools.

**Stakeholder Preferences**

Examples in *blue italics*.

<table>
<thead>
<tr>
<th>Stakeholder Group</th>
<th>Goal: Keep Satisfied Monitor Keep informed Actively engaged</th>
<th>Communication Preferences</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Example: End Users</em></td>
<td>Monitor</td>
<td></td>
<td>Listserv</td>
</tr>
<tr>
<td><em>Example: Code Contributors</em></td>
<td>Activity Engaged</td>
<td>Keep it succinct</td>
<td>Slack</td>
</tr>
</tbody>
</table>

**Output**

Consider these preferences in the Communication and Engagement Planning activities.