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

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

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.

  o 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.

  o 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)

Tool Brainstorm and Review
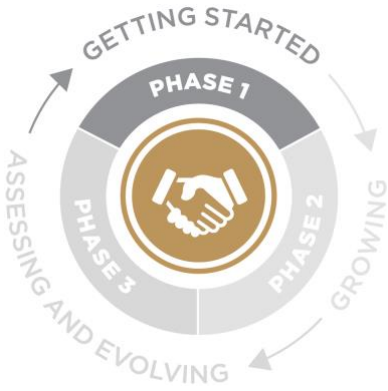
COMMUNITY ENGAGEMENT

Phase I: Getting Beyond Initial Stakeholders

Activity 5: Stakeholder and Engagement Matching Tool

Examples in *blue italics*.

Tools/Modes	Pros	Cons
Wiki	*Easy to update; detailed info*	*Can be passive; need to notify people to go there to see info*
Listservs (as a group or individual listservs)	*Delivered to addressee's inbox*	*Can be overwhelming or underused*
Slack		
Twitter		

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*.

Stakeholder Group	Goal: Keep Satisfied Monitor Keep informed Actively engaged	Communication Preferences	Tools
Example: End Users	*Monitor*		*Listserv*
Example: Code Contributors	*Activity Engaged*	*Keep it succinct*	*Slack*

Output

Consider these preferences in the Communication and Engagement Planning activities.