



COMMUNITY ENGAGEMENT

Phase I: Getting Beyond Initial Stakeholders



Activity 6: Create Communication and Engagement Plan

Goals

1. Understand the components of a Communication and Engagement Plan
2. Fill out the template to create a plan
3. Share the plan

Prerequisites

[Activity: Who is Your Community?](#)

[Activity: Creating User Personas](#)

Related Activities

[Activity: Create Outreach Committee Charter](#)

[Activity: Matching Stakeholder and Engagement Tools](#)

Who Should Participate?

Program management
(tactical thinkers)

Length

60 minutes

Activity Instructions

1. Work together to fill out the Communication and Engagement Plan template. There are two related documents:
 - a. A blank Communication and Engagement Plan template to fill in
 - b. A sample Communication and Engagement Plan with example content
2. Once completed, consider who it might be beneficial to share it with. Examples could include governance members or other community members.

This plan does not need to reflect everything you want to do in the future. It can focus on documenting current strategies and include new elements you want to introduce within a given time period (e.g., one year). Each year, you can survey the community to identify needs/gaps to address for the next year.

Next steps

- Share with appropriate stakeholders – note that the execution of the plan is an engagement opportunity.
- Consider how to calendarize, i.e., look at what needs to be done each month/quarter.
- There is a related evaluation activity ([Activity: Evaluate Your Communication and Engagement Plan](#)) to formalize your evaluation but you are welcome to review and update at any time.