COMMUNITY ENGAGEMENT

Phase I: Getting Beyond Initial Stakeholders

Template for Activity 6: Create Communication and Engagement Plan

Purpose

Create a short (one-two sentences) description of the core goals/purposes of this plan.

Target Audiences

The plan's target audiences for the next year are:

Stakeholder Group (CE Activity 5)	Needs (CE Activity 2)	Goals (CE Activity 5)	Communication Preference (CE Activity 5)

Target Goals

You can base these on the goals outlined for each target audience in the previous section, goals of the Outreach Committee developed in Step 1 of CE Activity 3: Planning an Outreach Committee, or the Outreach Committee Mission/Vision developed in Step 6 of CE Activity 3.

Write goals in SMART format (Specific, measurable, actionable, realistic, timebound), so they can be used as a measure for success.

Stakeholder Group	Goals (specific, measurable, actionable, realistic, timebound)
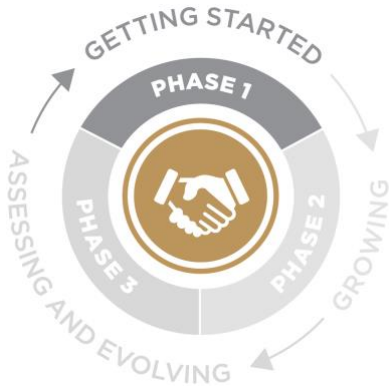
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Targeted Outreach Efforts

To reach target goals, determine specific kinds of engagement the program would like to do for the target audience (added these in the sentence to tie back to content in the previous sections) and map out responsibility, timing, and tools. To begin engaging with the community, consider giving responsibilities to those outside of the Outreach Committee and core staff.

Activity	Responsibility	Timing	Tools