

COMMUNITY ENGAGEMENT

Phase I: Getting Beyond Initial Stakeholders



Sample for Activity 6: Create Communication and Engagement Plan

Purpose

This Communication and Engagement Plan is intended to outline opportunities for new engagement with three existing stakeholder groups.

Target Audiences

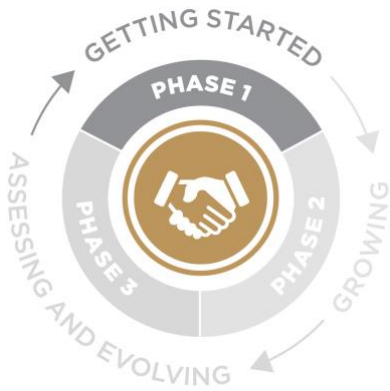
The plan's target audiences for the next year are:

Stakeholder Group (CE Activity 5)	Needs (CE Activity 2)	Goals (CE Activity 5)	Communication Preference (CE Activity 5)
Rural libraries	Understanding benefits of membership	Activity engaged - Feeling engaged with program	Individual email; in person meetings
Learning library subscribers	Regular updates about new content	Keep informed	Group updates via listserv
Local history organizations	Creating ways for participants to engage and support each other	Keep satisfied	Group meetings; consider scheduling in conjunction with existing group events

Target Goals

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

Stakeholder Group	Goal (specific, measurable, actionable, realistic, timebound)
Rural libraries	Successfully onboard two new members this fiscal year.
Learning library subscribers	Create three communications templates for events within three months.
Local history organizations	Schedule in person group meeting to occur within the fiscal year.



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Targeted Outreach Efforts

Specific engagement plans for the next year are:

Successfully onboard 2 new members	Responsibility	Timing	Tools
Arrange orientation with new member organization	Volunteer Lead	Schedule for 2 weeks after member joins	Zoom
Announce the new member to the wider community	Committee Member	At time of membership enrollment	Tweet (link to previous tweet announcement), listserv

Create 3 communication templates for events	Responsibility	Timing	Tools
Create new event announcement template	Committee Member	1 st quarter	Maintain on wiki
Create reminder/update event templates per delivery mechanism (i.e. 2 weeks before, 1 week left to register).	Volunteer	1 st quarter	Tweet, listserv
Create template intro/closing slides for events (welcome, agenda, program info, Q&A)	Volunteer	1 st quarter	Maintain on wiki

Create “birds of a feather” event for local history organizations	Responsibility	Timing	Tools
Determine specific timing for event	Committee Member	2 nd quarter	Note on community calendar
Create agenda for the meeting, emphasizing time for participants to share and talk together (vs featured speaker)	Committee Member	3 rd quarter	Listserv; wiki
Publicize event	Volunteer	Publicize 4 weeks before event (and reminders)	Tweet, listserv