

COMMUNITY ENGAGEMENT

Phase II: Establishing Community Engagement Infrastructure



Activity 14: Empowering Community Activities

Goals

1. Increasing active community-based representatives
2. Encouraging spontaneous, informal, non-directed community activities

Prerequisites

None

Who Should Participate?

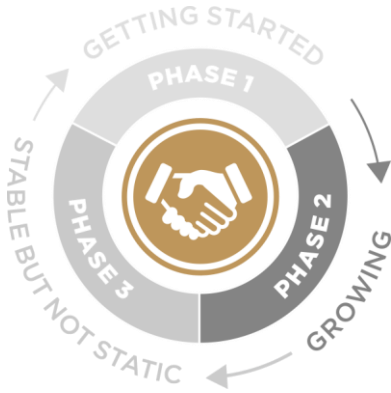
Program management (tactical thinkers); Program staff (operational expertise)

Length

45-60 minutes

Activity Instructions

1. As a group, reflect on non-directed activities that worked before. Are there elements that could be repeated? What was successful about those efforts?
2. Brainstorm ideas around non-directed activities that could be supported. Examples could be:
 - Empowering participants to do conference presentations, start regional meet-ups, organize working groups, etc.
 - Create toolkits to facilitate more effective communication with clear and consistent messaging.
 - Creating an ambassador program
3. Prioritize three non-directed activity ideas (via sticker vote)
 - In a sticker vote, each participant is assigned a number of stickers - these can be physical stickers in an in-person event or a specified piece of text (e.g. +1) in a virtual environment. Participants place their stickers or text alongside the options they're voting for, according to the parameters of the exercise (e.g. most important, most likely, most interesting, etc.).
4. Talk through the following for the top three ideas
 - Who does this idea benefit?
 - Does it correspond with larger goals or priorities?
 - Does the community have the capacity to respond?
 - Do there need to be earlier steps (e.g. if you need trainers, do you need to develop a "train the trainer" program)
 - Who would do the thing if the program team can't or isn't going to (i.e. train the trainer, manage documentation, etc.)
 - Are there elements that won't work to be non-directed (i.e. would need too many permissions or guard rails, such as you probably don't want anyone to add any code without review but you might empower certain community members to review code, i.e. core committers)



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- Are there incentives that would help motivate or provide recognition (consider Governance Activity: Recognition and Contributions)
- What infrastructure does the non-directed activity require? Are there existing resources that can be leveraged such as: <https://thatcamp.org/help/organize/index.html>