



COMMUNITY ENGAGEMENT

Phase II: Establishing Community Engagement Infrastructure



Activity 15: We Can, IF.....

Goals

1. Help identify barriers and spark creative solutions

Prerequisites

None

Who Should Participate?

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

Length

30-45 minutes

Activity Instructions

Have someone outside of current community engagement efforts facilitate the following activity.

1. Brainstorm your greatest community engagement challenges. Spend 10 minutes coming up with a list of 5 challenges. Examples could be:
 - We can't get technical volunteers
 - We can't do in person events for a global audience
 - It is hard to recruit smaller institutions for governance roles
2. Brainstorm about what would make each challenge possible. Spend 10 minutes coming up with 10 solutions (however improbable). For example:
 - If we had \$ 10 million...we could pay technical contributors
 - If we had a time machine...we could make events occur at the same time for a global audience
 - If we could compensate board members for their time...we could have wider representation

These solutions may be unlikely but identifying the “hinge” that is the main challenge can help spark creativity around ways to address the issue or find ways to improve these situations. Perhaps you do not have \$10 million, but could you do a fundraising campaign and raise \$10,000?

3. Discuss how you could make those hinges more possible. Are there interim steps or smaller scale pilot projects that would provide longer pathways?