

COMMUNITY ENGAGEMENT

Phase II: Establishing Community Engagement Infrastructure



Activity 18: Identify Gaps in Stakeholders

Goals

1. Clarify why diverse participation is important
2. Identify gaps in community stakeholders
3. Improve understanding of barriers for participation

Prerequisites

None

Who Should Participate?

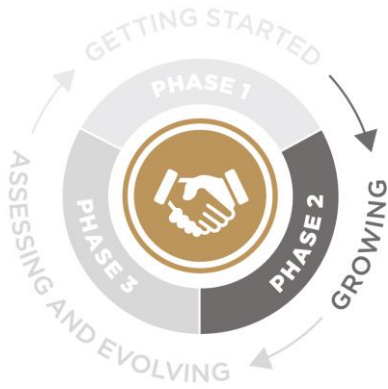
Program management (tactical thinkers): Program staff (operational expertise)

Length

60-75 minutes

Activity Instructions

1. As a group, take 15-20 minutes to discuss why more diverse participation is important to the program and community. Designate a facilitator to help guide the conversation.
 - Why do we want to engage more stakeholders in our program? Will it:
 - Help further our program's mission/vision?
 - Help our stakeholders achieve their goals?
 - Improve our sustainability along one or more facets?
 - What are our goals? Examples could include:
 - Deeper engagement with stakeholder institutions (more than 1 person?)
 - Having a broader range of perspectives in governance
2. Identify gaps within current stakeholder groups. Use the template on page 2.
 - Are there hidden stakeholders? Are there perspectives that aren't being included? Examples could include:
 - Few representatives from smaller institutions on governance
 - Lack of code contributions from larger institutions
 - Less engagement/attendance at events from those newer to the field
 - People at participating institutions who are unheard
3. Prioritize top 1-2 gaps using sticker voting.
 - 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. Determine the best format to gather information on existing barriers for prioritized gaps (survey, town hall, focus groups, one on one interviews, a combination). There may be challenges with time zones, cultural norms about participation in meetings, membership models, time commitments for committees, etc. This is an opportunity to reach out and ask questions to better understand the challenges and engage the community in working to try to address them.



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5. Factor the results of this exercise into your Communication and Engagement Plan.

Stakeholder Gaps Template

The **example** below is for an open-source library management system.

Consider:

- Is contribution vs. users proportional?
- Missing representation at the governance level?
- Large number of users but no contributions?

Types of institutions/participants and engagement are included in *blue italics* below as examples, but you should update this to reflect your program's gaps (i.e., different perspectives, parts of the globe, organizational types, etc.).

Types of Libraries / Types of Engagement	Governance Participation	Technology Contribution	Donors/Paid Members	Users
<i>Very large institutions</i>				
<i>Large institutions</i>				
<i>Medium institutions</i>				
<i>Small institutions</i>				

Types of Participants / Types of Engagement	Governance Participation	Technology Contribution	Donors/Paid Members	Users
<i>Entry level staff</i>				
<i>Managers</i>				
<i>Directors</i>				