

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

At least Part 1, Steps 1 and 2 of Activity 1: Who Is Your Community?

Who Should Participate?

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

Length

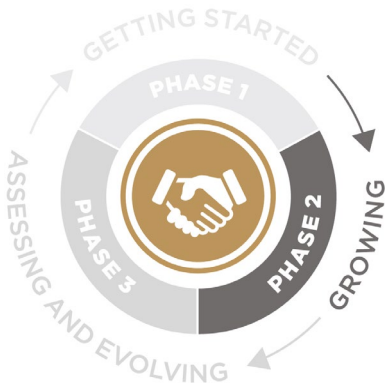
60-75 minutes

Pre-Work Instructions

1. Choose the Community Engagement type/group you'd like to diversify. Examples include:
 - a. Program leadership
 - b. Code committers and/or technical contributors
 - c. Non-technical contributors, e.g., working group members, trainers, documentation writers, etc.
 - d. Event participants (i.e., folks who attend a workshop, training session, or conference, not those who present the material)
2. Create as comprehensive a list as possible of the current make up of your selected group. For leadership, this might include a list of all elected leaders with their titles and institutional affiliations. For groups like workshop attendees, you may generalize titles, institution types, geographic locations, or other categories.
3. Create a shared whiteboard (physical or virtual) with the stakeholder groups identified in Activity 1: *Who Is Your Community*.

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. Share the list of stakeholder groups from Activity 1: *Who Is Your Community* with Activity participants. The groups can be shared via physical or virtual whiteboard.



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3. As a group, match up each person or category from the pre-work exercise with a stakeholder group on your whiteboard.
4. On your whiteboard, identify gaps where your program could increase engagement more broadly, i.e., by identifying new stakeholder groups, or more deeply, i.e., by increasing engagement among existing stakeholders. For example, did the matching exercise highlight that your program has:
 - Few representatives from smaller institutions on governance
 - Lack of code contributions from larger institutions
 - Similar high-level titles among governance representatives, with less representation from more junior-level staff
 - Lack of engagement in training sessions from organizations outside a certain geographic area.
5. Using sticker voting, identify one or two stakeholder groups with which your program would like to increase engagement.
 - a. 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.).
6. Identify one or more program team members or governance representatives to work asynchronously after the Activity to determine the best format to gather information on existing barriers to participation 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.
7. Factor the results of this exercise into your Communication and Engagement Plan.