COMMUNITY ENGAGEMENT
Phase II: Establishing Community Engagement Infrastructure

Activity 19: Engage with New Communities - Nodes

Goals
1. Identify key influencers in new communities

Prerequisites
None

Related Activities
CE Activity 18: Identify Stakeholder Gaps

Who Should Participate?
A diverse group of community representatives.

Length
60 minutes

Pre-Work
Reflect how highly effective stakeholders came into the community (e.g., via personal recommendations, hearing an effective speaker at a related conference, etc.)

Activity Instructions
This activity presumes you have decided you want to engage with new communities.

1. Consider if there are potential stakeholders in adjacent communities you want to engage.
   a. Consider roles that may be helpful for the program (consider Identify Gaps in Stakeholder results). Examples include:
      i. Ambassador (someone participating in industry events, speaking engagements)
      ii. “Behind the scenes” networker who can make introductions, etc.
      iii. Highly regarded author
   b. Use “Crazy 8s” – one minute, each person writes 8 ideas – to brainstorm desired skills, such as:
      i. Ambassadors to those in early career
      ii. Those who work in multilingual environment
      iii. Strong writers
      iv. Those with video editing skills
   c. Identify potential gateway nodes for skills/roles using a mindmap or an online node-mapping tool such as graphcommons.com.
      i. Nodes can help identify the next key set of influencers to start to work with in terms of integrations, joint events, etc. For example, if museums were a target community, would the Getty be an influencer?
   d. Use sticker voting to prioritize 2-3 key gateway “nodes”

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Potential Next Steps

Establish timelines and responsibilities for initial contacts, meetings and then set timelines for reconvening to share feedback and determine next steps for working through the nodes and those suggested.

- Thinking about roles can help you formulate your outreach to them and your "ask."
- Consider what they will "get" - reputation, shared grants, support?

Consider a graphic to help convey the node concept with your colleagues, example above from: https://graphcommons.com/.