

# 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

[Activity: Identify Stakeholder Gaps](#)

#### Who Should Participate?

A diverse group of community representatives.

#### Length

60 minutes

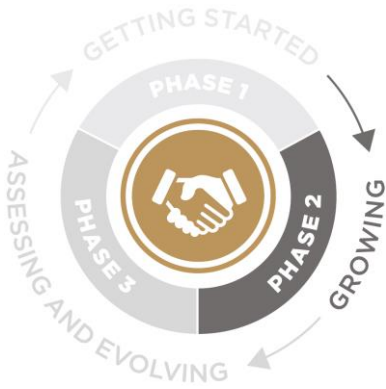
#### Pre-Work

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 [Activity: Identify Stakeholder Gaps](#) 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](http://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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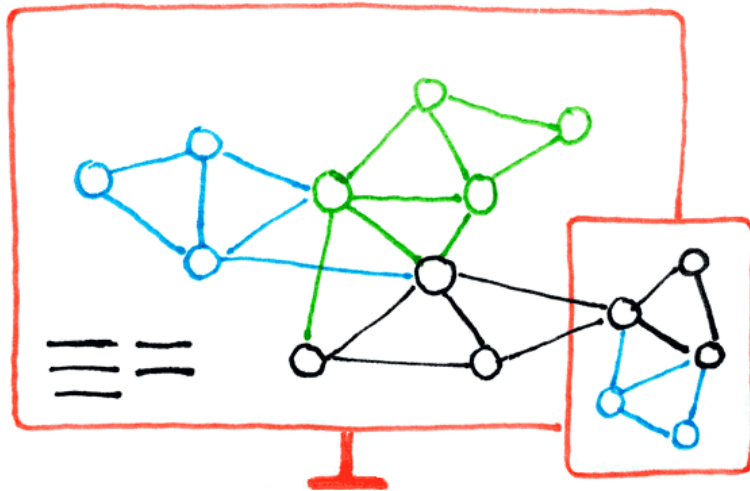


### Activity 19: Engage with New Communities - Nodes

#### 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/>.