

RESOURCES

Phase II: Diversification



Activity 14: Determine New Forms of Community Engagement

Goals

1. Determine what kind of engagement is right for your community
2. Map stakeholder groups with nascent activities you want to support

Prerequisites

[CE Activity: Who is Your Community?](#)

Related Activity

[CE Activity: Create Communication and Engagement Plan](#)

Who Should Participate?

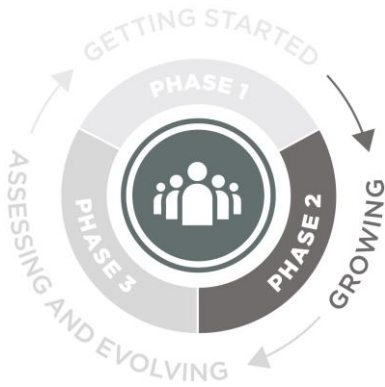
Outreach Committee members; program management (tactical thinkers) and/or community members

Length

60-90 minutes

Activity Instructions

1. Review stakeholder groups prioritized in [CE Activity: Who is Your Community?](#)
2. Review [CE Activity: Create Communication and Engagement Plan](#) (or equivalent) for goals, priority stakeholders and engagement level so far
3. Determine the desired next level of engagement
4. Consider what new types of engagement activities you might like to pilot with your community. Examples could include:
 - i. Onboarding
 - ii. Hackathons
 - iii. Training
 1. in person
 2. online
 3. specialized topics
 - iv. Documentation
 1. translating documentation in different languages
 - v. Mentoring/shadowing
 - vi. Regional groups
 1. create regional/national coordinators, give frameworks, tools, presentation templates, agenda templates
 2. program ambassadors
 - vii. Credentialing system (way to validate or approve skills, track time)
 - viii. Knowledge sharing/Question answering
 1. office hours
 2. lessons learned
5. Map stakeholder groups with nascent activities you want to support (template below). You can take the time to go through this with all stakeholder groups, but you may want to focus on prioritized stakeholder groups.
6. Use a sticker vote to choose 2-3 activities to pilot over the coming year.



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- 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.).
7. Document decisions so everyone is clear on why you chose as you did.

Template (examples in *blue italics*)

Stakeholder group	Pilot engagement activity
<i>Code contributors</i>	<i>Hackathon</i>
<i>End users in Spanish speaking countries</i>	<i>Translating user documentation into Spanish</i>

Output

Prioritized activities to pilot.