

BRAINSTORMING: WHAT IS MEANINGFUL COMMUNITY ENGAGEMENT?

Activity Steps

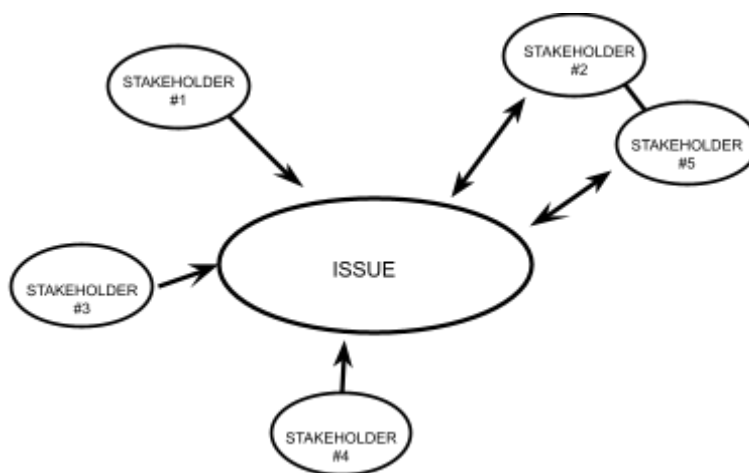
Using an existing project from a member of the group, work through the following questions.

1. Define the Issue

- What is the main problem or goal? (Ex. Main problem is algae growth in the pond)
- What change or outcome are you seeking? (ex. Eliminate algae growth and improve pond water quality)

2. Map Stakeholders

- Who is directly or indirectly affected by the project? (Use the stakeholder table for reference, if needed.)
 - o Identify key groups or individuals (e.g., residents, local businesses, schools, municipal leaders, advocacy groups).
 - o Indicate the relationship between stakeholders and the issue (e.g., who is impacted, who has influence).
 - If it helps you, try this strategy: in the center of a blank page, summarize the issue at hand using just a few words. Then, in the space around the issue, write the group and individual stakeholders. Connect the stakeholders to the issue using arrows to indicate who impacts the issue, who is impacted, or both.

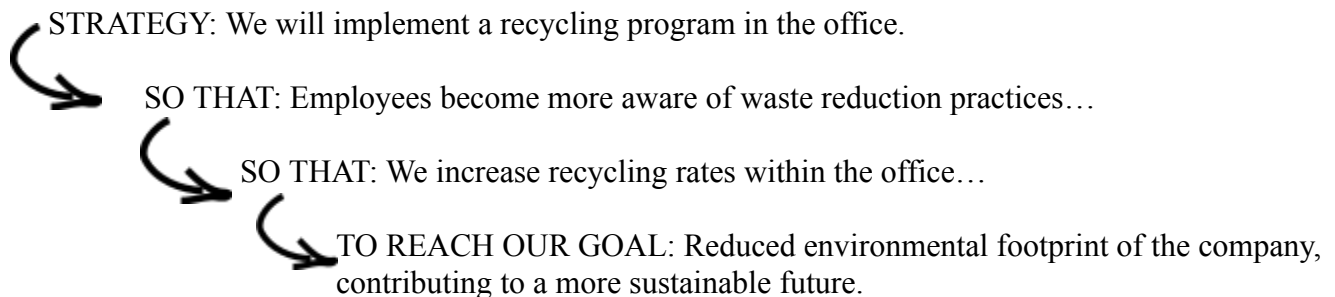


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3. Brainstorm Engagement Strategies

- What is the purpose of your engagement efforts (i.e. what are you trying to achieve?)
 - o Ex. Engagement is a part of a grant requirement to build public understanding and convey information about the project.
 - o Ex. Engagement goal is to build support for an upcoming Select Board vote.
- What traditional engagement methods are could you use to accomplish your goal? (ex. Informational presentation, webinar)
- What non-traditional or newer models of engagement could you try in order to accomplish your goal? (ex. Workshop that teaches participants how to identify invasive plants)
- Choose one of your potential engagement activities and create a “so-that” chain showing, step by step, how this activity supports your project’s intended outcome.

Ex.



- [If this is a current project] Are you experiencing roadblocks in your engagement efforts? Let’s brainstorm some solutions!