
Engaging Partners and Strengthening Coordination Partnerships – Session 2

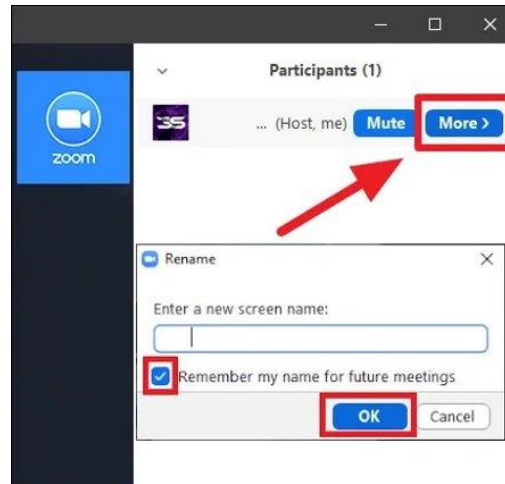
October 7, 2021



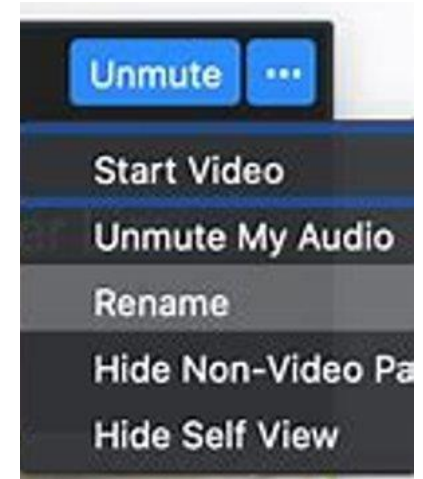
Introductions



If available, please use video.



OR



Please add county to your Zoom participant info.
Example: Leah, Del Norte

Today's Session

- Stakeholder Engagement Plan
 - Definition
 - Creation
 - Template
 - Group Discussion
- Next Steps

Stakeholders

- A stakeholder is any individual or organization involved in or that could be affected by a course of action.
- A partner is a stakeholder who is *actively engaged* in working with you towards joint goals.



What is a Stakeholder Engagement Plan?

A **stakeholder engagement plan** is a written document that identifies a project's key stakeholders and outlines a methodology and approach for how the project team will interact and communicate with those stakeholders.

Discussion

- Do you have a stakeholder engagement plan related to early childhood coordination in your county?
- To what extent do you think it is important to have a written document that outlines who your stakeholders are and how you will communicate with them?

Creation of a Stakeholder Engagement Plan

- Step 1: Identify WHO to engage as stakeholders
- Step 2: Plan for HOW to engage partners and other stakeholders

Step 1: Identify Who to Engage as Stakeholders & Partners

Step 1: Identify who to engage as stakeholders & partners

- Identify all stakeholders
- Identify motives and interests of stakeholders
- Identify level of power and influence for each stakeholder
- Decide which stakeholders you want to include as partners
- Decide whether and how you want to involve other stakeholders

Discussion

Who are your stakeholders?

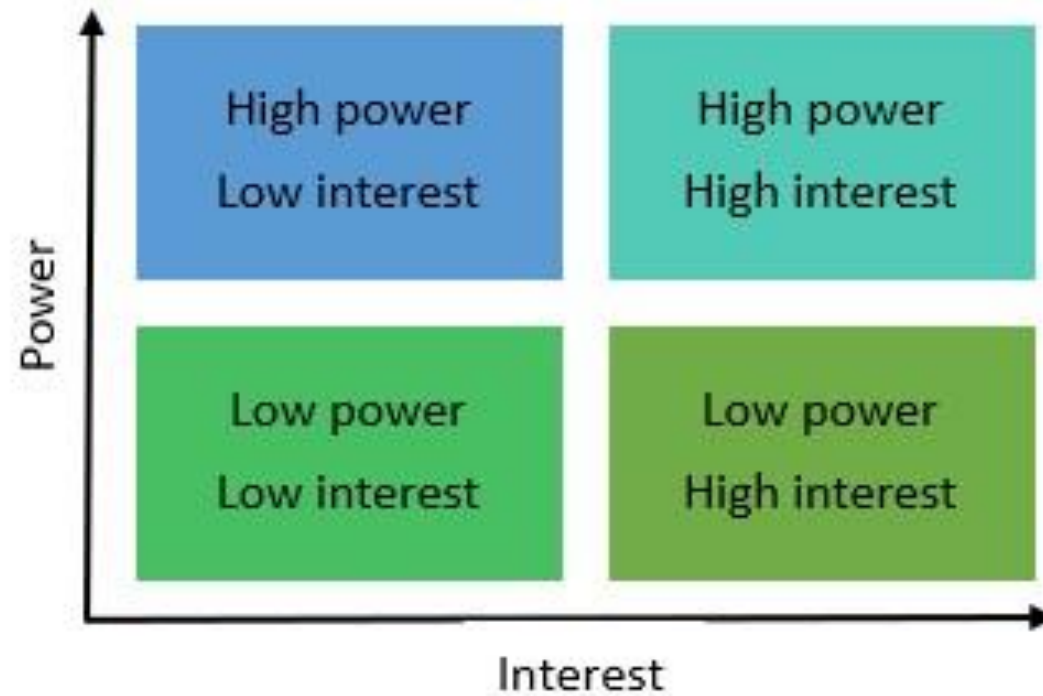


Identify Stakeholder Motives and Interests

- Why would stakeholders be interested in this work?
- Do their interests and motives align with yours?

Identify Stakeholder Power and Influence

Figure. Power/Interest Matrix Activity

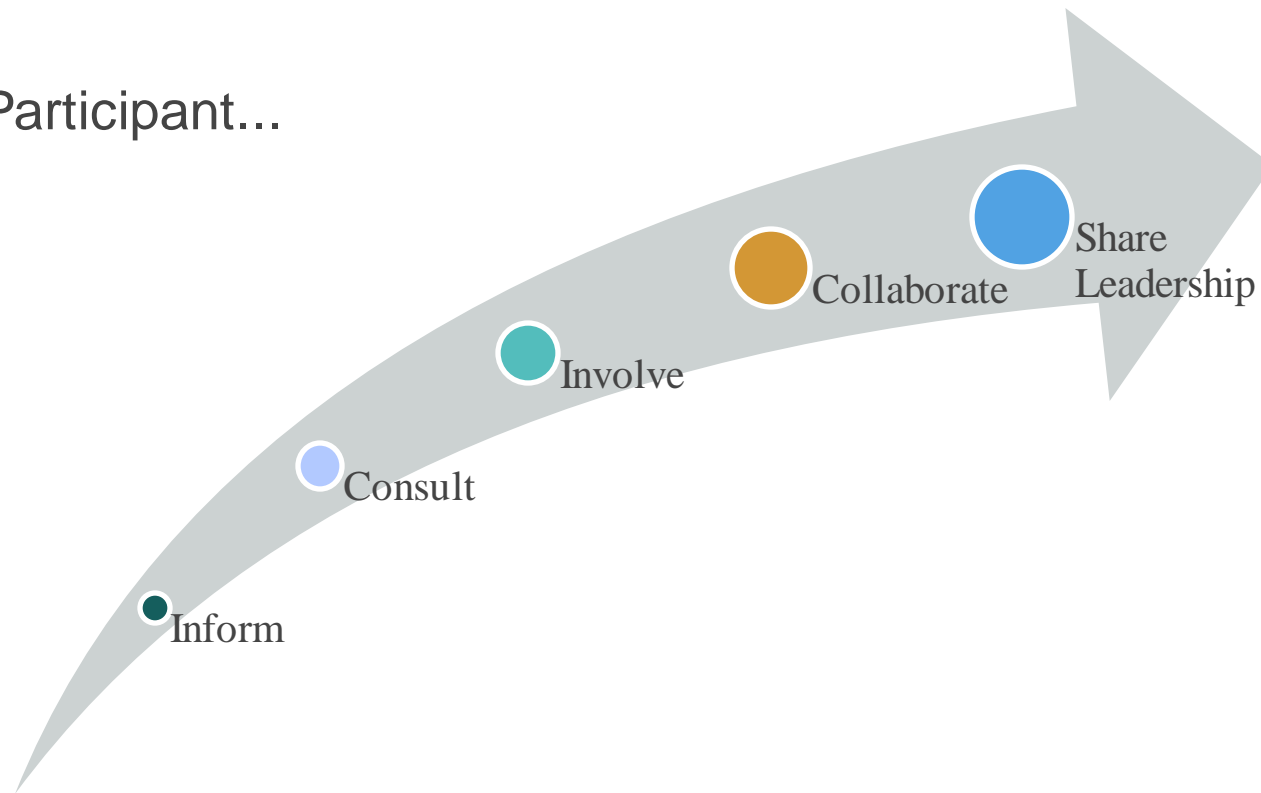


Decide Who to Include as Partners

- Have power and/or interest
- Should be part of the decision-making process at all stages of project

The Continuum of Stakeholder Engagement

From Participant...



...To Partner

Decide How to Involve other Stakeholders

- Limited or task-specific participation
- Keeping stakeholders informed

Stakeholder Profiles

1. Stakeholder name and organization	2. What is their current and target engagement level on the continuum?	3. What is our purpose in engaging this stakeholder?	4. How prepared are we to engage this stakeholder?	5. What are this stakeholder's goals?	6. What are potential challenges to engagement?	7. What are potential solutions to those challenges?
Brenda Hughes, lead technical assistance and training provider at pilot site	Current: Consult Target: Involve	To identify the potential challenges and benefits that a new assessment approach would present for the provision of TA and training to home visitors	Somewhat prepared – we know her and frequently work with her outside of this research project	To train home visitors on the tools they need to successfully implement the curriculum	1. Her schedule is very busy. This site has high home visitor turnover and she has to prioritize training and TA on the existing assessment approach.	1. Have an initial 1hr, in-person meeting to share details of the project, then schedule regular monthly check-ins (30min) and send 1-2 main questions or points in advance.

Step 2: Plan for How to Engage Partners and Other Stakeholders

Stakeholder Engagement Plan Template

Stakeholders	Method of engagement	Input on
1. Partners	<ul style="list-style-type: none">• Biweekly calls	<ul style="list-style-type: none">• Goals, objectives, & priorities• Action plan• Stakeholder engagement• How to align activities with existing efforts
2. Diverse stakeholders	<ul style="list-style-type: none">• Project advisory group	<ul style="list-style-type: none">• Gaps and opportunities for action• Criteria for prioritizing• How to align activities with existing efforts
3. Consultants	<ul style="list-style-type: none">• Individual and small group meetings, as needed	<ul style="list-style-type: none">• Technical expertise (e.g., evaluation, data systems)
4. Clients/families	<ul style="list-style-type: none">• Listening sessions• Surveys	<ul style="list-style-type: none">• Gaps and opportunities for action
5. Broader community members	<ul style="list-style-type: none">• Push communications (press releases)	<ul style="list-style-type: none">• Not applicable
ETC.		

Resources

<https://www.pcori.org/sites/default/files/PCORI-Updated-Engagement-Plan-Template.pdf>

<https://ctb.ku.edu/en/creating-and-maintaining-coalitions-and-partnerships>

Group Discussion

Group Discussion

- Have you ever used a stakeholder engagement plan?
- Do you see a stakeholder engagement plan as a helpful tool for engaging partners?
- How can these example stakeholder engagement plans be adapted to fit your needs?

Group Discussion

- What challenges are you experiencing engaging partners?
- What partners have surprised you with their willingness to engage?

Thank You!

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