



Welcome to

Demystifying Stakeholder Engagement

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

 **VISTA**
Volunteers In Service To America

Dial:

Passcode:

Guest Speakers



Ashley Bell

Mentoring Partnership and
Resource Center
Philadelphia, PA



Dani Martin

North Hartford Promise Zone
Hartford, CT



Adam Wilson

Athens Land Trust
Athens, GA

Today's Speaker



Shannon Stober

Verve Exchange Consulting
Bozeman, MT

Session Outcomes

By the end of today's session you will be able to:

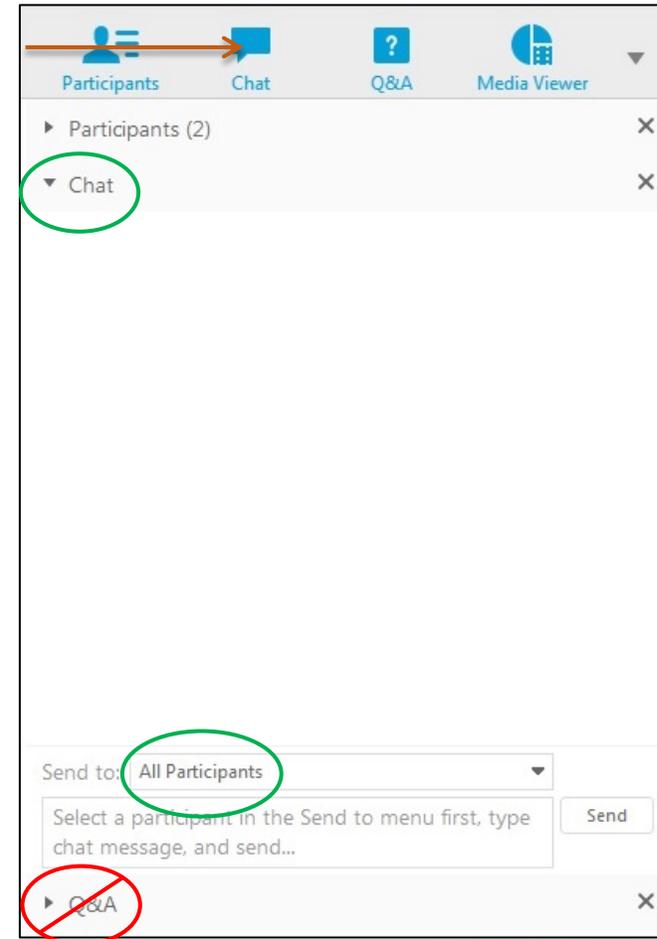
- Define what stakeholders are and why they matter
- Identify ways to engage stakeholders throughout the community building lifecycle
- Empower stakeholders by demonstrating respect and increasing responsibility
- Identify some tools for engaging stakeholders

Your Turn

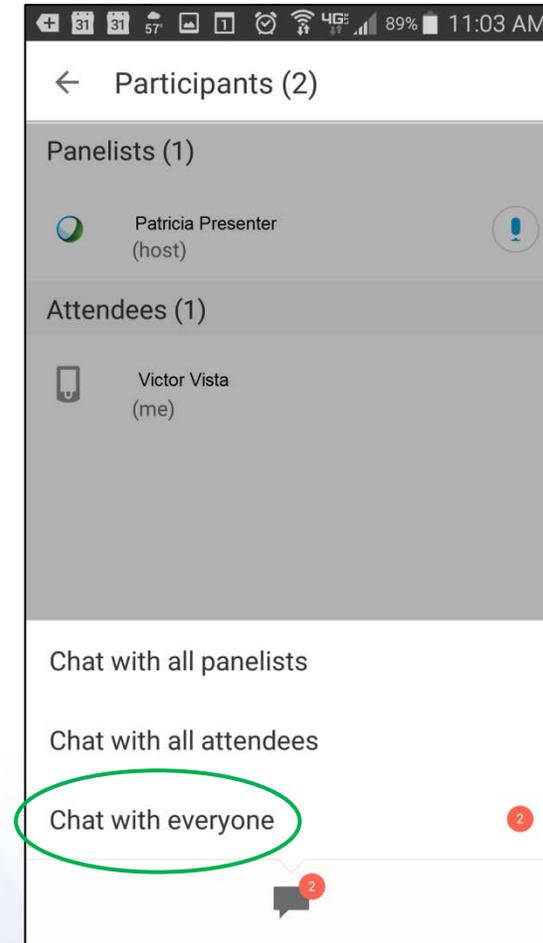
What is a stakeholder?

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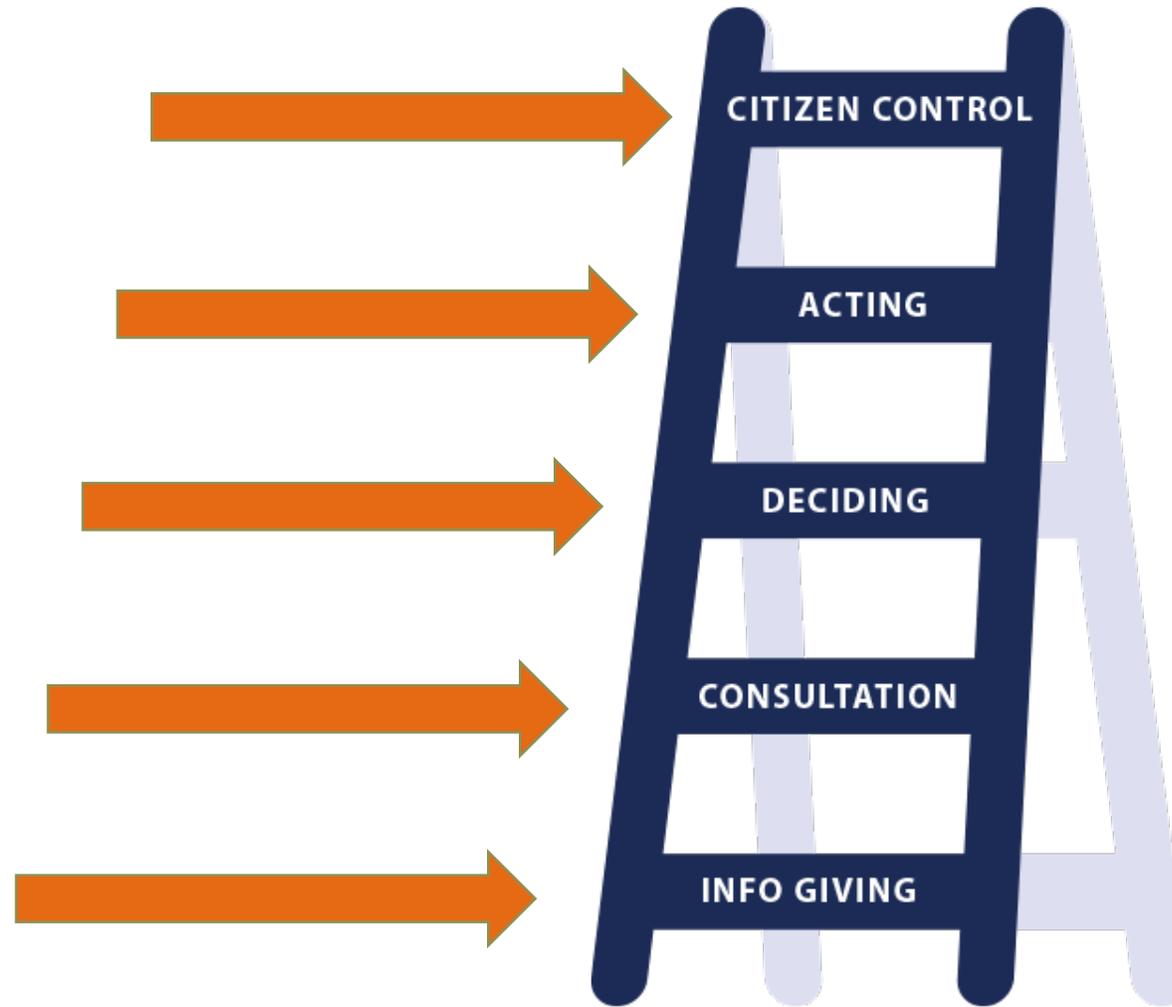


What is a stakeholder?

- Those who benefit from your project
- Those who care about your project focus area
- Those whose work compliments your project
- Those who have a general interest in the community



What is Stakeholder Involvement?



What is Stakeholder Engagement?

Engage the right **stakeholders**, at the right **time**, in the right **way**.

Stakeholder engagement ensures understanding of community need, agreement on solutions, and commitment to the work.

Why stakeholder engagement matters

1. Understand and agree on community needs
2. Gain agreement on solutions
3. Secure commitment to sustaining the project

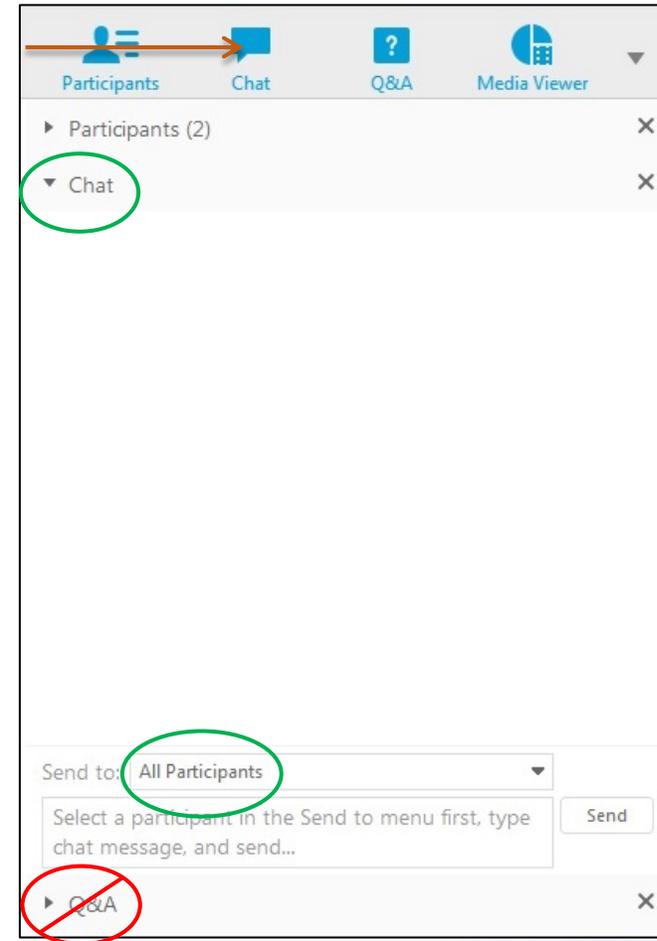


Your Turn

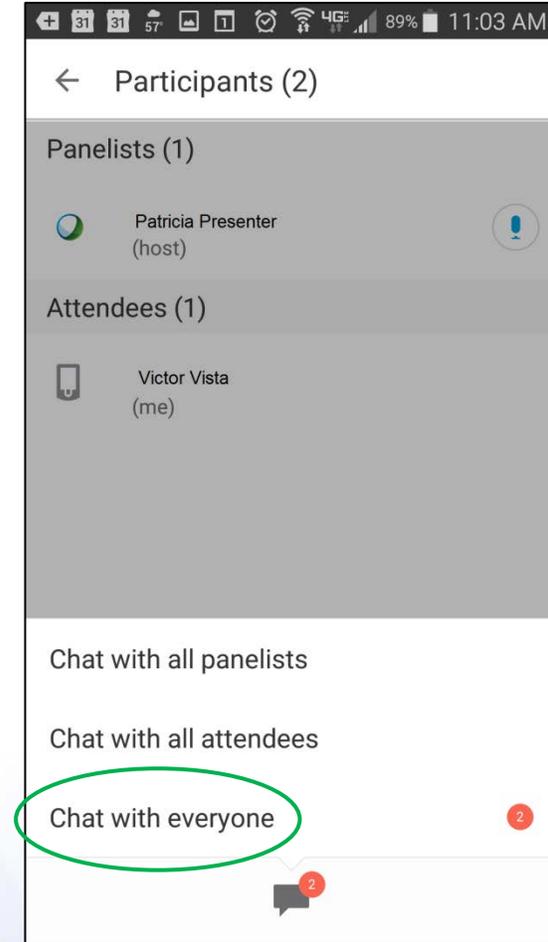
What would it look like if your stakeholders are engaged?

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The Right People

Right People: Types of Stakeholders

Formal

- Local government
- Public services entities
- Schools
- Churches
- Businesses

Informal

- PTO
- Neighborhood association
- Service clubs
- Sport teams
- Educational Programs

Right People: Individual Stakeholders

- Demographics
- Knowledge, skills, and abilities
- Affiliations
- Commitment



Right People: Outreach to New Stakeholders

- Concentric Circle
- Broad-Based Approach
- Targeted



Voice from the Field



Ashley Bell

Partner Liaison VISTA

Mentoring Partnership and
Resource Center

Philadelphia, PA



mentoring partnership
& resource center

Finding New Stakeholders

- Broad-based approaches
 - Google, Idealist
- Concentric circles
 - Training participants
 - Networking events
 - Conversations



Outreach & Engagement

- Cold emailing
 - For every 20 sent, about 3-5 responses
 - Use templates you can tailor
 - Send 2 follow-up emails, carefully timed
- Engagement
 - Active listening
 - Surveys



The Right People: On Your To Do List

- Assess the types of stakeholders needed
- Assess the individual stakeholders needed
- Evaluate current outreach efforts
- Identify strengths and gaps
- Make a plan
- Get out there!



The Right Time

Community Building Lifecycle



Where is your project?



Assessment

Awareness

Advisory Groups

Planning

Implementing

Evaluation

Community Building Lifecycle Engagement

Stage

- Assessment
- Awareness
- Advisory Groups
- Planning
- Implementation
- Evaluation

Stakeholder Role

Informants

Advocates

Advisors

Deciders

Contributors

Leaders

Our Role

Listeners

Informing

Collaborating

Collaborating

Empowering

Empowering

Voice From the Field



Dani Martin

North Hartford Promise Zone

Hartford, CT

**North Hartford
PROMISE ZONE**



Develop and Support the NRZs



Neighborhood Revitalization Zone

- Designed to serve as a hub of communication between the community and city officials.
- Responsible for sharing information and advocating for their neighborhoods.
- Create and oversee economic development plans and address blight.

Develop and Support the NRZs



VISTAs were brought in to:

- Help strengthen the NRZs.
- Make sure all positions are filled and that things flow smoothly.
- Check in with them and give them info.
- Receive info from residents about their specific needs.

Develop and Support the NRZs



How we keep the NRZs engaged:

- NRZ Chairs sit on the NHPZ Advisory committee and in our planning teams.
- We are working with the Upper Albany NRZ on their strategic plan.
- We send email reminders and make calls for upcoming meetings, and find and book meeting space.
- We make sure engaging with them is built into our project so they know we respect their position in the community.

Develop and Support the NRZs

The NRZs were part of the process of selecting and “hiring” the VISTAs serving the North Hartford Promise Zone. We work closely with them and provide support to help build their organizations.



My VISTA team, Project Administrator and City of Hartford Chief of Staff

Develop and Support the NRZs



I try to check in with one of the NRZ Chairs who need the most support and was able to organize a community cleanup recently with her. From that event she has decided to have an ongoing monthly cleanup to involve more community members.

Develop and Support the NRZs



Flyer announcing cleanups throughout the NHPZ

The Hartford News
Hartford's Only City-Wide Community Newspaper
May 11 - 18, 2017

Blue Hills Job Fair at Rawson Tonight
This evening, May 11th, the Blue Hills Civic Association, in partnership with the Rawson Lighthouse School, will be hosting its 2nd annual Community Job Fair from 5-7 pm. Last year's Job Fair drew a huge crowd of job seekers, with a line going out the door and around the building. Some of the industries represented include healthcare, retail, construction, dining, hospitality, human services. The job fair will be held at Rawson School, 100 Holcomb Street, Hartford.

Hooker Day Parade Returns Saturday
Hartford's most distinctive parade returns after a year off due primarily to the Hooker Day Parade was cancelled in 2016. The parade will start at 11 am at the Downtown Hartford this Saturday. The parade will start at 11 am at the south on Ann Uccello, east of Trumbull. West on Church, south on Place and on to the finish at Trumbull. West on Church, south on Place and on to the finish at Trumbull. The parade, which is held annually, is a tradition which has continued for over 100 years. The parade is held in the Hartford District and is named in honor of Thomas Hooker. Peters created the parade in 1916 and named it in honor of Thomas Hooker. Peters created the parade in 1916 and named it in honor of Thomas Hooker. Peters created the parade in 1916 and named it in honor of Thomas Hooker.

Hartford Cleans Up!
A group of community members, including children and adults, are shown participating in a cleanup activity. The group is diverse and appears to be enjoying the outdoor work.

NEWS BRIEFS
MARG Meets TONIGHT
The Maple Avenue Revitalization Group (MARG) will hold its monthly meeting tonight, May 11, at 6 pm in the lower level of Saint Augustine's Church, 10 Campfield Avenue, Hartford. Hartford Police Chief James Rovella and Kenyon Smith from the Hartford Parking Authority are both scheduled to speak at the meeting. The meeting is free and open to the public. For more information call Hyacinth Yennie, MARG President, at 860-296-5543 or 860-883-0383.

Keney Park Clean-up this Saturday
On Saturday, May 13th, the annual GreatAmerican Cleanup event will take place at Keney Park. The event is free and open to the public. For more information call Hyacinth Yennie, MARG President, at 860-296-5543 or 860-883-0383.

Picture from the Cleanup held with the Clay Arsenal NRZ

We Need YOU!

community wide clean-up

NORTH HARTFORD PROMISE ZONE

Date/Time	Location	Contact Info
APRIL 29TH @ 8:30AM	UNITY PLAZA, BARBOUR ST.	860.245.1657 OR AUNITYCT@GMAIL.
MAY 6TH @ 8:00AM	BROOK & MATHER	KBey21@HOTMAIL.COM OR MS. POWELL: 860.248.4897
MAY 27TH @ 8:00AM	TBD	TBD
JUNE 17TH @ 8:00AM	TBD	TBD
JULY 15TH @ 8:00AM	TBD	TBD
AUG 19TH @ 8:00AM	TBD	TBD
SEP 23RD @ 8:00AM	TBD	TBD

SPONSORED IN PART BY
P.A.L. | PROMISE ZONE YES! | YOUTH SERVICE CORPS | AMERICORPS VISTA | FIRE EXPLORERS | HARTFORD CITY COUNCIL | KNOW THY NEIGHBOR | MAYOR'S OFFICE OF COMMUNITY ENGAGEMENT | HARTFORD YARD GOATS | REP BRIAN MCGHEE

Develop and Support the NRZs



I designed logos and branding for the NRZs to give them a more professional image. I also started Facebook, Twitter and Instagram accounts for them and I am working on creating an outreach plan for Social Media to get more community members interested in attending meetings.

Develop and Support the NRZs



Logos, Facebook
Covers and
Memes for NRZs
Social Media
Presence &
Branding



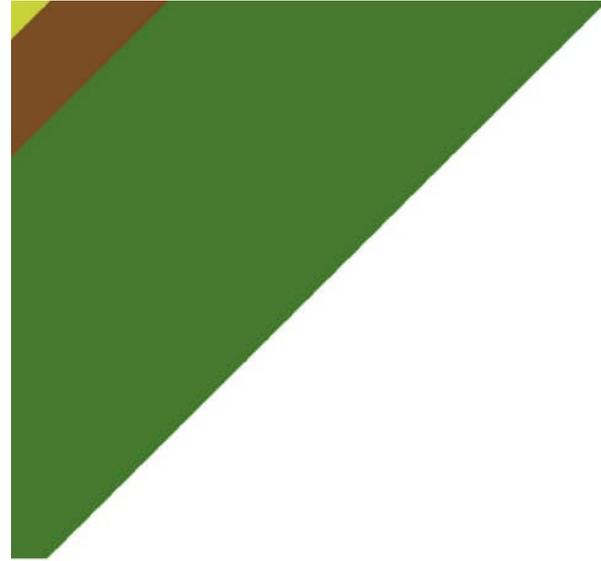
And suddenly you know,
it's time to start something
new and
trust the magic of beginnings.

-UNKNOWN

Develop and Support the NRZs



Logos, Facebook
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Social Media
Presence &
Branding



HARTFORD
NORTHEAST
NRZ 

HARTFORD
NORTHEAST
NRZ 

*Devote yourself to your
community around you*

&

*Devote yourself to
creating something that
gives you purpose &
meaning.*

MITCH ALBOM

Develop and Support the NRZs



Logos, Facebook
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**The secret of change is to
focus all of your energy, not
on fighting the old, but on
building the new.**

-Author Unknown

Develop and Support the NRZs

To summarize, here are some key ways I found to engage with stakeholders:

- Develop a check-in system.
- Don't be afraid to pitch projects and let them know you would appreciate their input.
- Ask if there are any ways to support their efforts.
- Keep records of what you speak about so you can easily access later.
- Ask their advice on the populations they serve, they are the experts of their own people.
- Look for every opportunity available to collaborate you can find.



The Right Time: On Your To Do List

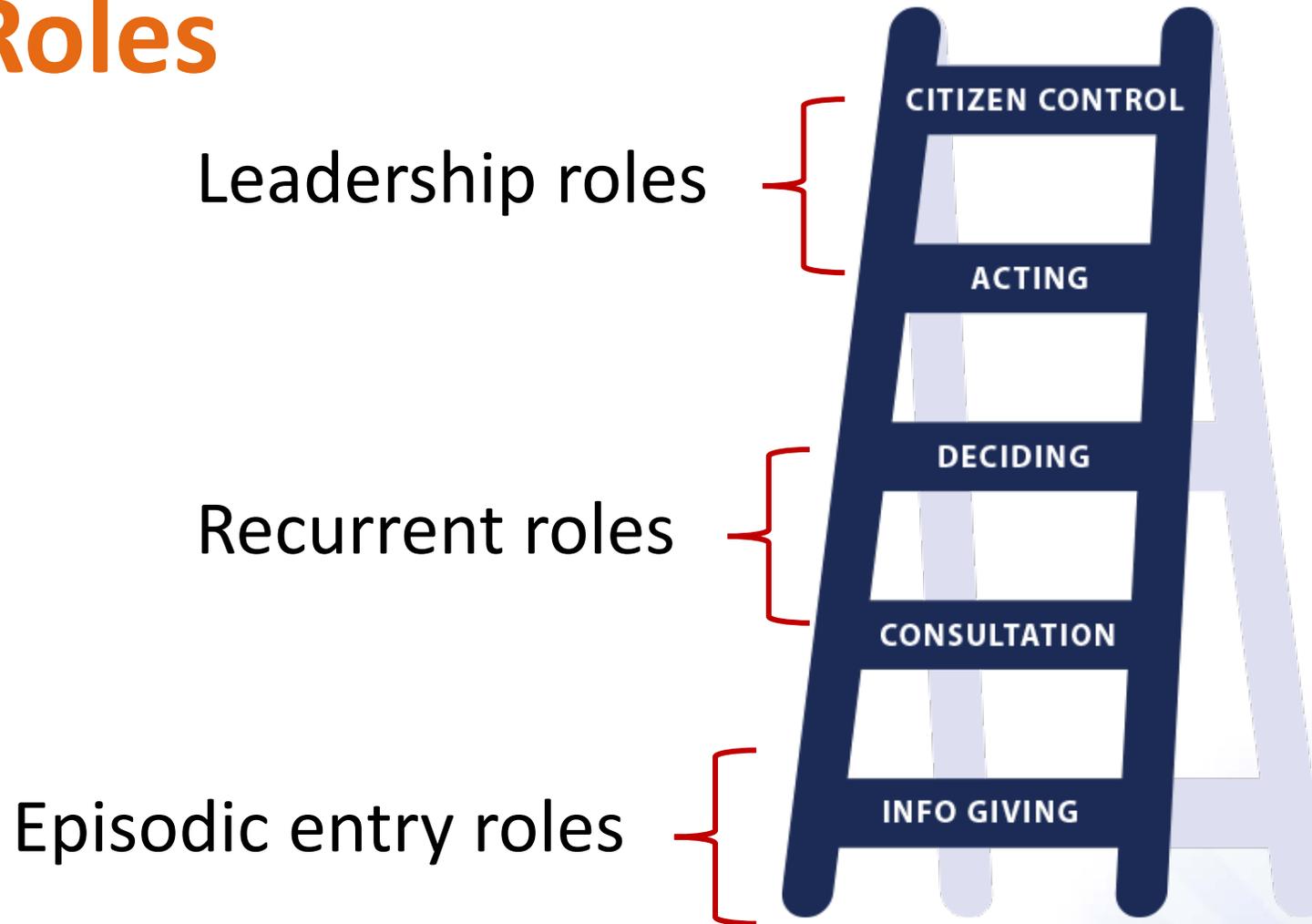
- Talk with your site about where you are in the community lifecycle
- Assess your current opportunities for stakeholder involvement
- Generate a list of ways you can engage stakeholders in all six of the lifecycle stages
- Explain the process to your stakeholders

The Right Way

- Right Role
- Right Process
- Respect



Right Roles



Right Tools

Community Building Lifecycle Phase	Stakeholder role	What tools could be most useful?
Assessment	Inform	Asset mapping, appreciative inquiry, and SWOT analysis, Focus groups, Surveys
Awareness	Advocate	Education, Elevator Speeches, Communication & Presentation skills, Dialogue skills, Marketing skills
Advisory Group	Advise	Effective meetings, position descriptions, agendas, information sharing systems, accountability tools
Planning	Decide	VMOSA, logic models, decision-making models, conflict resolution models
Implementation	Contribute	SMART goals, Project management tools, worksheets, checklists, timelines, MOCHA model
Evaluation	Lead	Evaluation tools, debriefing, quantitative data, reflection

Voice from the Field



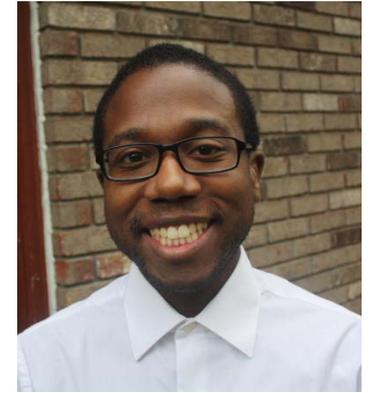
Adam Wilson

Athens Land Trust

Athens, GA



West Broad Farmers Market



Goals:

- Economic development
- Inclusiveness
- Access to fresh food



West Broad Elementary School



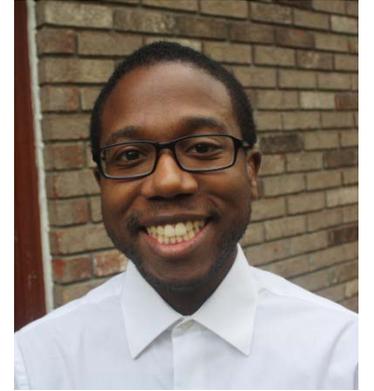
What our engagement looks like

- Farmers Market Advisory Council
- Market Ambassadors



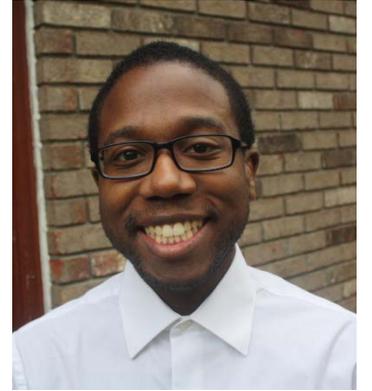
What is working

- Advisory Council: Setting strategy straight
- Market Ambassadors: Contributing and leading



Tips for Community Engagement

- Know your community dynamic
- Practice gratitude

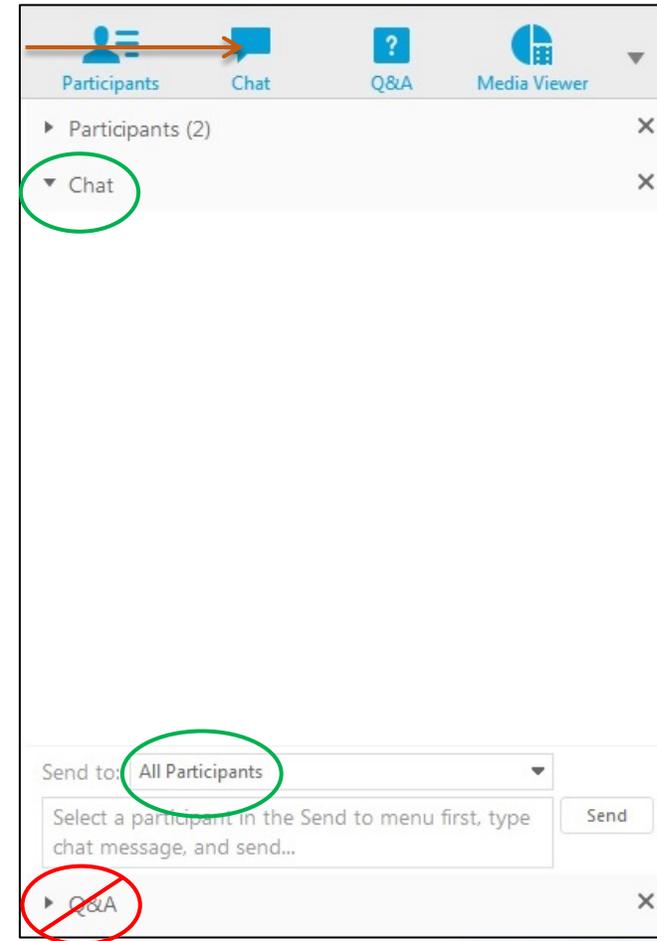


Your Turn

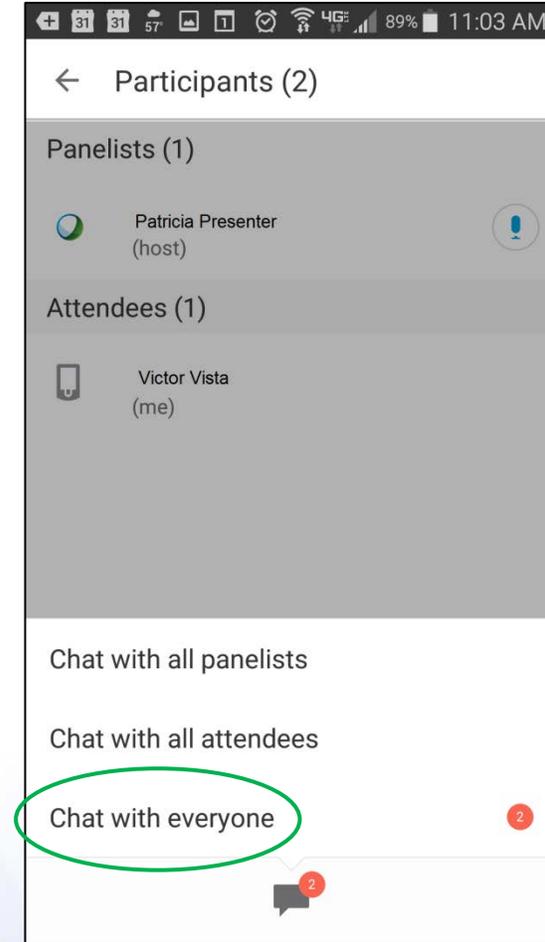
In what ways do we demonstrate respect to our stakeholders?

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Respect

- Validation
- Inclusion
- Recognition
- Incorporation

The Right Way: On Your To Do List

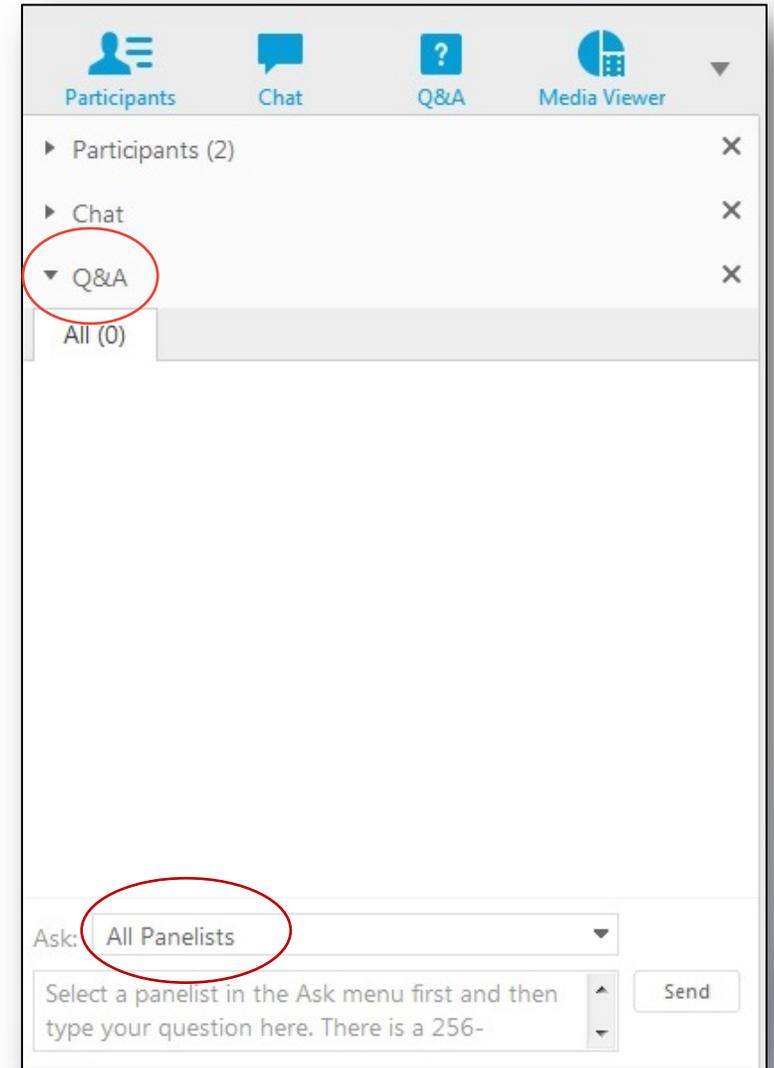
- Create entry level, recurrent, and leadership roles for your stakeholders;
- Study and research the tools available for each stage of the community building lifecycle;
- Talk with your supervisor and stakeholders about how your organizational culture supports or detracts from an atmosphere of respect.

Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions ?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



Thank You for Your Participation!

If you have further questions or for more information, contact us:
VISTAwebinars@cns.gov

Our next webinar:

Building a Digital Ad Campaign – June 27

Grant Search Strategies: What to Know Before You Write – July 25

2:00pm Eastern

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