

Introduction

Working with people who are volunteering their time to be on a coalition requires effective stakeholder engagement. People will get involved because they are interested, they care, or maybe their supervisor assigned them to participate. However, they will REMAIN actively involved when they feel their time is being spent wisely, and they have a meaningful role to play.

Developing Productive Relationships

A key task for the Facilitator is to SPEND THE TIME necessary to establish and maintain effective relationships with each board member and key leader. This means using a combination of communication styles and having regular communication with each member.

1. In-person meetings (initial meet & greet, regular follow up chats)
2. Phone calls/texts (for quick reminders or check-ins on specific topics)
3. Email communication (keep subject lines clear & messages short, with clear action items)
4. Newsletters (to share information all board members need)
5. Other?

Answer this question:

What is the best way to ESTABLISH a positive relationship with each potential board member?

Maintaining Productive Relationships

When a member seems less engaged ... assess what's going on, and re-establish his/her involvement. Keep in mind the characteristics of effective boards. Does this person:

Have opportunities that feed her/him?

1. Clear expectations, roles & tasks
2. Clear benefit for the individual to be a board member
3. Effective meetings – clear objectives, action-oriented to get stuff done, clear action items

Have skills/training to fully take advantage of the opportunities?

1. Effective workshops – workgroup members get the info they need, make decisions together, and develop follow up steps together
2. Training issues – is the person clear on what CTC is, what her/his role on the board is, what's expected of him/her, have the specific skills needed to do that?

Receive regular recognition and appreciations – for being involved and for completing tasks?

Feel bonded/connected to the group or to others in the group?

1. Environment of trust
2. Mechanisms for handling disagreements

Answer this question:

How do you KEEP PEOPLE ENGAGED after the initial excitement of forming the Community Board?

Stakeholder Engagement Scenarios

Scenario 1

You understand that the school superintendent is a key to successful CTC efforts, and you want to invite her participation as a key leader. You have succeeded in scheduling a meeting to introduce CTC and request her involvement. She is known to be leery of data-driven community efforts because the community always wants so much from the schools. What will you do for a successful introductory meeting? Who will you bring with you, what will you coach them to say? What materials will you bring? What attitude will you bring?

Scenario 2

One of your most enthusiastic members has stopped attending regularly. This is a person who could be relied on to volunteer for most of the Board tasks, and to deliver. However recently he's stopped being so involved in meetings and is not completing the tasks he says he'll do. What steps can you take? How will you reach out to this person? What approach will you take?

Scenario 3

Recently, your core workgroup was reactivated and they all agreed on a plan of action. They agreed to meet again in a month, and responded to your Doodle poll for a time to meet. However, no one showed up for the meeting. What steps can you take? How will you reach out to these people? What approach will you take?
