Engagement/Re-Engagement of Stakeholder(s)[1]

Purpose of Tool

To discuss key questions that support engaging/re-engaging stakeholders and explore what engagement in the collaboration may mean.

The Vision for Engagement

Each person and organization that is affected by or can impact the issue brings skills and resources to the collaboration.

Understanding the Stakeholder Concept

When identifying potential stakeholders, consider the following six questions:

1. Who cares if the problem is solved/issue is addressed?
2. Who is being impacted by the problem or issue?
3. Who can help solve the problem or address the issue?
4. Who brings knowledge or skills about the issue?
5. Who will benefit if the problem is solved, or the issue is addressed?
6. Who will bring diverse perspectives to the collaboration?

When recruiting stakeholders, it may be helpful to articulate the following benefits individuals may realize from collaborating:

- Achieving a sense of accomplishment from improving the community.

- Gaining recognition and respect.

- Meeting other community members.

- Learning new skills.

- Fulfilling a professional responsibility to participate.

Adapted from Rinehart, Tammy A., Laszlo, Anna T., and Briscoe, Gwen O. Collaboration Toolkit: How to Build, Fix, and Sustain Productive Partnerships. Washington, DC: U.S. Department of Justice, Office of Community Oriented Policing Services, 2001.

Supporting a Partner in Moving to Engagement

Consider the questions below in thinking about engaging or re-engaging stakeholders. Responses to the questions should help the partners determine whether involvement of stakeholders may further the goals of the collaborative and help provide clarity for the stakeholder(s) on their level of commitment.

Answers to the questions will also provide talking points for the initial conversation (e.g., the benefits to participation by the stakeholder).

- What is the reason that the individual or organization has been identified as a partner for collaboration?
- How will the individual or organization envision their role, and what expectations will they bring to the collaboration?
- What does the individual or organization bring to the collaboration effort?
- What is the goal of working with the identified individual or organization?
- How will the individual or organization benefit from the relationship?
- How do you, as the primary partners, envision the individual or organization being involved in the collaborative effort?

The answers to the questions above organize into the following categories:

- Expectations
- Possible Contributions
- Goal of Working Together
- Benefits of Participation
- Involvement