

Arts Collaboration and Community Engagement

Community Engagement Project

Use this guide for completing the Community Engagement Project Plan. There are three sections. You will create each section independently for course assignments. However, the final plan will contain all three sections.

Section One

The Community Engagement Project Plan Section 1 should include the items below as they pertain to your Community Engagement Project. Note that completing Section 1 is not just a matter of making a list of items. The completed document assumes that you have spent time thinking about and discussing each item. It is a way of envisioning what you will do to prepare yourself for the project planning before you actually engage in it. For that reason, it should be well thought out and articulated.

- Introduction:
 - Introduces the project, where it will take place, the community group you will engage with, and any other organizations involved.
 - Describes approaches and methodologies for engagement. For example, one or more of the following, or other types of engagement:
 - Interviews
 - Charrette
 - Distribution of information
 - Town Hall
 - Social media
 - Identifies the underlying principle guiding the process (for example, one of the principles below), and explains the reason for selecting that principle.
 - Equity
 - Rights
 - Access
 - Participation
 - Education

- List of stakeholders with descriptions.
 - Examples:
 - Local government council
 - The local population
 - Business owners
 - Governmental agencies
 - Local nonprofit organizations
 - Families
 - Children and young people
 - Elderly people
 - Other groups (name them)

- Outcomes: This is a statement and listing (with brief explanation) of the outcomes for internal (your organization) and external (community) stakeholders that will be delivered through the engagement processes associated with the development of the engagement plan. List them separately:
 - Outcomes for the community
 - _____
 - _____
 - _____
 - _____
 - Outcomes for your organization
 - _____
 - _____
 - _____
 - _____

- Community-engagement process:
 - Provides a more detailed outline of the process to be used to engage the community in development of the eventual plan. Explains how you will include community members in the planning process.

- Preparation for engagement activities: Provides a list, with explanation as needed, of items that will require attention. Examples include:
 - Venues and accessibility
 - Timing of the engagement project
 - Staffing
 - Resources
 - Communications

- Publicity and community information:

- Explains how you will publicize the project before, during and after. It also explains how you will provide information to the community you are working with.
- Post-Engagement Actions: Provides a list of actions you will take after completion of the project so the community can continue to benefit or retain control of the outcomes. Examples include:
 - Keeping the community informed on a regular basis
 - Access to data generated from the project
 - Ownership of the project results (for example, a piece of art produced)
 - Evaluation
 - Reports

Grading and evaluation of this assignment is based on clarity and completeness in articulating the items required. You should show evidence of thoughtful consideration of each point as the result of research, reading of course materials and discussion with classmates, instructor and community-engagement stakeholders. Your document should be formatted appropriately for a professional report. It should be free of spelling, grammar, and other technical errors.

Citations for this document should follow the standards for graduate-level university. The specific citation style you choose is up to you. However, be consistent throughout the assignment. Your assignment should be in Microsoft Word or similar word-processing software.

A reader should be convinced of this section’s viability for moving forward to Community Engagement Project Plan Section 2.

Section Two

Please be sure you scroll down and read all of the instructions for this assignment before you begin! A PDF of the [Community Engagement Project Plan Section 2](#)  instructions is also included for your convenience.

The Community Engagement Project Plan Section 2 should include the items below as they pertain to your Community Engagement Project. You should use research, information, and decisions from Section 1 to complete Section 2. Note, however, that you will need to do additional research, thinking, and decision-making to complete this portion of the plan.

Keep in mind that just as Section 1 was not just a matter of making a list of items, you will need to spend time thinking about and discussing each item in this document. It should be well thought out and articulated.

To complete the plan, address the items below. Since this section will be added to Section 1, it does not need its own introduction. However, you should identify it as Section 2 of the plan.

Decision-makers:

- Identify who the decision-makers are in the community you will work with.
- Clarify their role.
- Explain when and how they make decisions.
- Provide a list of meetings you will have, and what will be discussed.
- Explain how you will go about clarifying expectations decision-makers will have about the project.
- Clarify the decision to be made:
 - Based on your research, what do you anticipate will be the decision to be made? You may want to list multiple possible decisions. **Please take note of the following.**
 - An effective decision statement is:
 - A clear statement of the problem to be solved
 - A reflection of the needs of decision-makers and the community
 - Something that stakeholders want to solve or explore
 - A challenge or difficulty in a community that is clearly expressed in common language
 - Stated simply in a straightforward way
 - In articulating your ideas about the decision, make sure to be clear about the decision to be made.

Meet with internal stakeholders to clarify the decision that needs to be made:

- Describe what will take place at this meeting. Who will you meet with, and what will you discuss?

Draft a decision statement:

- Typically, the decision statement you select would be the result of the above process. For the purposes of this assignment, select a purpose statement to practice drafting one.

Meet with key external stakeholders to gather information and gain perspective:

- Explain who you will meet with and what kinds of information you would need to gather based on the decision statement above and the needs of the project. Include a list of key stakeholders and their involvement.
 - Key stakeholders:
 - A stakeholder is a person who may be affected by or have a specific interest in the decision under consideration. (Note that typically you would identify primary, secondary, and tertiary stakeholders. For this assignment you only need to identify the primary, or key, stakeholders).

Final decision statement:

- What is the process you will use for reviewing and revising the decision statement so that it can be accepted by a majority of stakeholders? Describe it here.

Consider legal or policy requirements:

- Do the actions you want to take have any legal or policy requirements (permits, licenses, insurance, or other)? List and explain.

Level of community engagement:

- This is driven by the expectation of internal and external stakeholders.
- Levels include:
 - Inform
 - Consult
 - Involve
 - Collaborate
 - Empower

Set up a process for gathering and maintaining records:

- Explain what records you will need and why. Discuss how you will maintain them during the project and what will happen to them after the project ends.
 - Project drafts, briefs, and/or proposals
 - Project team meeting notes
 - Media releases
 - Communication materials
 - Public participation registration
 - IRB approval
 - Permits
 - Survey feedback and responses
 - Project plans/drawings
 - Feedback and outcome reports

Establish evaluation measures:

- What methods will you use and for what purpose?
- Quantitative: Used to collect and measure numbers, percentages, and statistics—for example, the number of surveys distributed and received back, the frequency of a particular response on the survey, and the like.

- Qualitative: Used to collect descriptions provided through language—for example testimony about how a respondent felt, what was seen or heard, what a respondent remembers, and the like.
- Evaluation area examples:
 - How do we know the outcomes were achieved?
 - How do we know that the project was well-designed?
 - How do we know that the community was effectively engaged?
 - How do we know that project criteria were met?
 - How do we know that stakeholder expectations were met?
 - What has been learned from the process?

Gather and record background information:

- What background information is needed to go forward with this project? In this part of the plan, explain how you will determine what information you need and how you will gather and record it.

Define community-engagement objectives

- They should be specific, measurable, attainable, relevant and timely (SMART).

Establish community-engagement parameters:

- What are the limitations you wish to set for the project in terms of geography, time, budget, number of participants, level of research, or other?

Identify key issues

Select suitable techniques (examples):

- Workshop
- Public forum
- Collaborative art project
- Social-media campaign
- Before selecting a technique:
 - Be clear about the objectives to be achieved.
 - Decide what techniques are best suited to the level of community engagement selected.
 - Which techniques will maximize participation?
 - What will be most effective in reaching out to different stakeholder groups?

Memorandum of Understanding (MOU):

- Draft a sample memorandum of understanding between you and the community leaders that addresses expectations and objectives. See the resource [III. GUIDELINES FOR A MEMORANDUM OF UNDERSTANDING \(Links to an external site.\)](#)Links to an external site. for more information on MOUs.

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Citations for this document should follow the standards for graduate-level university work at [The Purdue Online Writing Lab \(OWL\)](#)Links to an external site.. The specific citation style you choose is up to you. However, be consistent throughout the assignment. Your assignment should be in Microsoft Word or similar word-processing software.

A reader should be convinced of this section's viability for moving forward to Community Engagement Project Plan Section 3.

Upon completion of the assignment, upload it for grading.

Section Three

The format and contents of Community Engagement Project Plan Section 3 should follow the format learned in LEAP 500 and LEAP 650. An excellent resource for this is *Fundamentals of Project Management* by Joseph Heagney, ISBN: 0814417485. (Students who have taken LEAP 650 should already have this book).

This section of the project plan should include the following as they pertain to your Community Engagement Project:

- Project title
- Introduction and project summary
- Problem statement
- Project mission statement, goals, objectives
- Work requirements
- Deliverables
- Work breakdown
- Timeline
- Resources
- Exit criteria

- Major contributors
- Complete budget
- Conclusion

Note that some items are repeated from earlier sections of the plan. You should still include them here.

Grading is based on:

- Completeness of the plan
- How compelling it is as a document (If someone was hiring you based on the quality of this plan, how likely would that person be to do that and be happy with the result)?
- Professional look
- Coherence
- Logical structure
- Completeness
- Accessibility (How easy is the plan to understand and follow?)
- Language mechanics (If the document contains lots of language errors—spelling, mechanics, missing words in sentence structure, faulty grammar, etc.—it will be noted in your grade).
- Accuracy of content

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