

Stakeholder Engagement Plan

Based on the major accomplishments to be accomplished and workgroup action plan, who does the workgroup need to engage first (top priority stakeholders)? Why does the workgroup need to reach out to this group/population? What do you need them to do (what are the goals or outputs of the engagement)? Which member(s) of the workgroup is the best person to reach out to them?

Group or individual Identify the key stakeholder and/or potential partner	Rationale for engagement Describe the reason for outreach, based on the theory of change and action model. What does the workgroup need from this engagement?	Key contact(s) Influencers and/or group leaders, other individuals who should be part of the outreach effort, etc.	Timeline When should the stakeholder be contacted? How does this fit with other parts of the action plan and engagement strategy? What is the anticipated duration of the engagement?	Who will lead outreach? Identify workgroup member responsible for contacting stakeholder

Category/Stakeholder	Inform	Consult	Involve	Collaborate	Co-lead
Definition	<i>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, or solutions</i>	<i>To gather feedback from targeted stakeholders on the project's goals, processes, shared metrics, or strategies for change</i>	<i>To work directly with stake-holders to ensure that concerns are consistently understood and considered</i>	<i>To partner with stake-holders in each aspect of decision-making, including the development of alternatives and priorities</i>	<i>To place final decision making in the hands of stakeholders so that they drive decisions and implementation of the work</i>

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Information Gathering Action Plan

Workgroups can use this worksheet to outline how they will collect the information they need and answer key outstanding questions.

Additional information required: What information is still needed to develop and/or refine the workgroups strategy and/or action plan?

What are the priority information-gathering activities that we need to focus on over the next few months as we finalize our plan? Who will be responsible for undertaking each information gathering task?

Activity What is the information needed and what activity or tasks are involved in gathering it?	Rationale for collecting information Why do we need this information? How will it inform the group’s plans? What is its priority relative to other information gathering needs?	Timeline What is the deadline for getting the information needed? How long will it take to complete the task?	Who will lead? Designate a working group member to complete the activity.