



Stakeholder Engagement

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Wi-Fi: @Hyatt_Meeting

Password: 2018SLDSBP

Session Overview and Introductions



Session Overview

- Introductions
- Stakeholder Engagement Overview
- Challenges and Strategies Activity
- Stakeholder Engagement Plan and Implementation Activity
- Next Steps and Wrap Up



Introductions

Please briefly introduce yourself. Tell the group your:

- Name
- State/territory and organization
- Role (current or anticipated) in stakeholder engagement



Stakeholder Engagement Overview



Stakeholder Engagement Overview

- Value of effective stakeholder engagement
- Stakeholder engagement versus data governance
- Tips and planning for effective stakeholder engagement
- Updated *Stakeholder Engagement Plan: Guide and Template* (available in Conference workspace, in Stakeholder Engagement Pre-Conference Session [folder](#))



Value of Effective Stakeholder Engagement

Stakeholder engagement is essential to a successful SLDS because it:

- is the means by which the program ensures its goals, approach, and execution are responsive to the expectations and needs of those it intends to serve;
- helps mitigate risks;
- increases perceived and actual value to the users;
- drives long-term sustainability.



Data governance versus stakeholder engagement: membership

Data governance: Representatives (leadership, program staff, and IT staff) from each agency or program responsible for and contributing data to the data system

Stakeholder engagement: Users of the data and those directly or indirectly affected by its use (including data governance members)



Determine where you are before you plan where you want to go

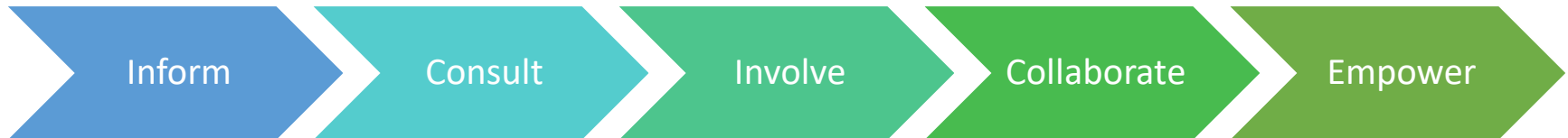
Assess prior and current stakeholder engagement efforts before starting another initiative.

- Lessons learned from prior engagements that can be applied
- Could current efforts be modified/expanded to accomplish the SLDS-related goals?
- Avoid over-tapping the same individuals and/or organizations – creating the perception (or reality) that state agency staff don't talk to one another



Stakeholder Engagement Plan

- Purpose, value, and goals of the engagement
- Criteria for stakeholder representation (orgs and individuals)
- Level of engagement (what role and responsibilities will stakeholders have)*



- Oversight (group lead(s))



Stakeholder engagement versus communications

- Communications is an essential **aspect** of any stakeholder engagement effort, but communication alone \neq stakeholder engagement
- Effective stakeholder engagement is bi-directional: stakeholders are actively contributing towards the SLDS effort, not just being informed about it



Stakeholder Engagement Plan, cont.

- Outputs: what will the group(s) produce
- How will stakeholders be convened (means, frequency, period of time)
- Intended users and uses of the stakeholder outputs
- Revamped SE plan guide and template: (available in Conference workspace, in Stakeholder Engagement Pre-Conference Session [folder](#))



Stakeholder Engagement Challenges and Strategies Activity



Challenges and Strategies Activity

Based on the survey feedback, four common themes arose regarding challenges. How to:

1. Identify and form manageable, representative groups of stakeholders
2. Reach all intended stakeholders with limited resources
3. Help stakeholders recognize the value of the system and data use
4. Coordinate engagement across numerous stakeholder groups



Challenges and Strategies Activity, cont.

Once you have selected which challenge you would like to address:

- Assign a recorder and a reporter
- Describe why this challenge is a risk to effective stakeholder engagement and data use
- Identify strategies that could address this challenge
- Post your notes on the flip chart paper



Gallery Walk

- Each group's reporter stays with the group's notes
- Everyone else: review the other three groups' notes and talk with the group reporter about:
 - How the summary resonates with your experience
 - Ideas and suggestions for how your state/territory has approached this challenge



Full Group Discussion

- Aha moments
- Main takeaway for the work in your state or territory
- Remaining questions



Break!



Developing or Refining an Effective Stakeholder Engagement Plan and Implementation



SE Plan Guide and Template

You will use the SE Plan Guide and Template as the basis of this activity.

Available in GRADS:

SLDS Best Practices Conference Community of Practice >
2018 Best Practices Conference >

Workspace >

[Stakeholder Engagement Pre-Conference Session](#) folder



SE Plan and Implementation Activity

One table will address each of the following sections of the SE plan guide and template:

- II. Current stakeholder engagement efforts (page 3)
- III. Stakeholder identification, goals, and level of engagement (page 4)
- IV. Stakeholder engagement oversight and implementation (page 6)
- V. Using the outputs of stakeholder engagement (page 8)



SE Plan and Implementation Activity, cont.

Once you have selected which section you would like to address:

- Assign a recorder and a reporter
- Review the relevant section of the draft guide and template
- Develop tips for success in this aspect of SE planning and implementation
- Pose a question to the other groups



Full Group Discussion

Each group's recorder will present:

- Focus of the section
- Tips for success
- Question for the other groups



Next Steps and Wrap Up



Next Steps

- Identify and write down the concrete next steps you will take once back at work to act upon the ideas from the session.
- Discuss at your table ideas for future SST technical assistance regarding stakeholder engagement. Identify one suggestion to share with the group.
 - Workgroup
 - Additional guides, templates, tip sheets
 - Longer workshop



Relevant Resources

- *Stakeholder Engagement Plan: Guide and Template* <https://slds.grads360.org/#communities/slds-best-practices-conference/workgroups/2018-best-practices-conference/workspace?folderId=1508>
- *SLDS Webinar: Leveraging Partnerships to Support and Sustain the SLDS*
<https://slds.grads360.org/#communities/pdc/documents/14672>
- *SLDS Spotlight: State Approaches to Engaging Postsecondary Stakeholders*
<https://slds.grads360.org/#communities/pdc/documents/2634>
- *SLDS Spotlight: State Approaches to Engaging Local K12 Stakeholders*
<https://slds.grads360.org/#communities/pdc/documents/2728>
- *International Association for Public Participation Public Participation Spectrum*
https://c.ymcdn.com/sites/www.iap2.org/resource/resmgr/foundations_course/IAP2_P2_Spectrum_FINAL.pdf
- *DaSy Framework: Stakeholder Engagement* <http://dasycenter.org/resources/dasy-framework/stakeholder/>



Contacts and Additional Resources

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For more info about the SST and to request support:

- SLDS GRADS360° website: <http://slds.grads360.org>

