

Strategic Engagement Team



- Mission:** Provide goal teams and workgroups guidance and assistance when developing and/or implementing actions and activities that advance their outcomes utilizing elements of communications, outreach, stewardship, local engagement and social science.
- Who:** The core team consists of staff with expertise in communications, social science, local government and stewardship.
- How:** Workgroups can choose to meet with the team during their Strategy Review System cycle to discuss, brainstorm and plan actions and activities that utilize the expertise of the Strategic Engagement Team (SET). In addition, partners are also welcome to attend SET bi-weekly core team meetings where the team focuses on specific actions identified by workgroups.
- Why:** The SET team was formed to provide expertise and coordination to address the increased capacity needs within goal teams and workgroups around communications, social science, local government and stewardship.

Questions we can help you explore:

- Who are key audiences you are trying to reach?
- What are best practices for engaging local audiences and ensuring an equitable, inclusive approach?
- Which social science theories, approaches and methodologies are best suited for a particular need or action?
- What is the best way to communicate an accomplishment from my workgroup?
- Who can help my workgroup develop a communications plan?

Examples of assistance we can provide:

- Provide guidance in seeking outside capacity to address outreach and engagement needs.
- Prioritize outreach and engagement needs based on existing capacity.
- Share new GIS data with a network of local government planners.
- Organize a panel at a local government conference highlighting an emerging issue.
- Connect outcome leads with potential internal and/or external partners.
- Provide guidance on utilizing community based social marketing to advance outcome implementation.
- Identify key audiences and trusted sources for a decision support tool.
- Collaboratively discuss DEIJ best practices within the engagement process.
- Create an educational video highlighting a key challenge/solution.
- Collaborate with outcome leads on a blog post sharing a case study.
- Create a communications plan for a new scientific report.
- Connect workgroup actions with potential sources of financial or technical support.

For More Information Contact:

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