



COLLECTIVE INSIGHT

Newsletter

Volume One, Issue Five
April 2023

Making Engagement Work

Topic of the Month: Good Problems to Have

Many challenges can arise when doing engagement, but some challenges only occur when engagement is working well. We call these, "good problems to have."

Take for instance the problem of "too many people." Before an engagement process even starts, we are commonly asked, "What do we do if too many people are interested?" or "What is the biggest our group should get?" While fun to theorize, we typically kick that conversation down the road. Why? Well, because this problem is rare. Showing up is a huge investment for those you seek to engage, and the benefits of showing up isn't always clear.

So, if you get to the point where you have more people interested than you expected – congratulations! This is a good problem to have. This means you (and most likely your trusted allies) were clear and thoughtful in your outreach approach. As a result, the community responded. Second, your incentives must be spot on! Whatever you are offering, whether it be financial incentives, aligned goals, or both-- people liked it. You are off to a great start!



April Newsletter Topics:

- Good Problems to Have
- Engagement Spotlight
- Engagement Tip of the Month
- Call for Focus Group Participants

Now that you are here, your natural inclination may be to whittle the group down to something you think is 'manageable.' We ask you to fight this urge. Why? Because we know how very difficult it is to get here. We also know you probably do not have enough information to make these very powerful selection decisions.

A Real Life "Good Problem" to Have

Our team experienced this "good problem to have" with the [Aging PCOR Learning Collaborative](#), a project funded by the Patient-Centered Outcomes Research Institute (19514-LTSS). At the start of this award, we formed a Steering Committee of older adults, funders, researchers, and academic leaders. We sought two or three individuals representing each lens, and we outreached accordingly. But, we had a good problem. Our flyer and outreach strategies led to nearly fifteen older adults raising their hand to be involved.

Need assistance preparing for meetings?

Collective Insight's Training and Support Division can help. Visit Us at collectiveinsightllc.com

Because of the work we do, we knew this "good problem" was an asset that we simply could not lose. We knew that when we oriented people and initiated the process, some would inevitably opt out. We also anticipated that some of the most invested people might face unforeseen events that would limit participation. So, we strategized. What could we do to keep everyone who is interested involved in our work in a way that worked within our project budget?

For us, the solution was to form an older adult subcommittee, which thrived. The subcommittee met 10 times to provide pointed guidance on our project's strategies and products. They helped ensure [our videos](#) reflected the diversity that exists among those who age and tested our assumptions pertaining to podcast topics and content. The impact didn't stop there. The older adult subcommittee also supported three researchers to make their research methods more accessible to those most impacted by their work: older adults.

On a larger scale, having this subcommittee actually advanced our chances for future funding by guiding the content of our next award proposal. This established infrastructure and our trusted relationships then allowed us to smoothly transition to our second phase of funding-- catapulting our meaningful outreach to even more diverse communities.

Now, we know not everyone has the time and resources to start up an entirely new committee. We were lucky to have a funder who believed in what we did and allowed us to delay other activities to get our new subcommittee off the ground. If you have limited resources, do not give up! Instead, consider engaging your additional assets as "ambassadors." You can provide ambassadors with cost-efficient updates through newsletter articles or webinars. Then, you can tap these new ambassadors as new needs arise, such as a need for new Steering Committee members, workgroup members, key informants, or focus group participants!

Stay tuned next month when we discuss another "good problem" to have: conflict!

Engagement Spotlight:

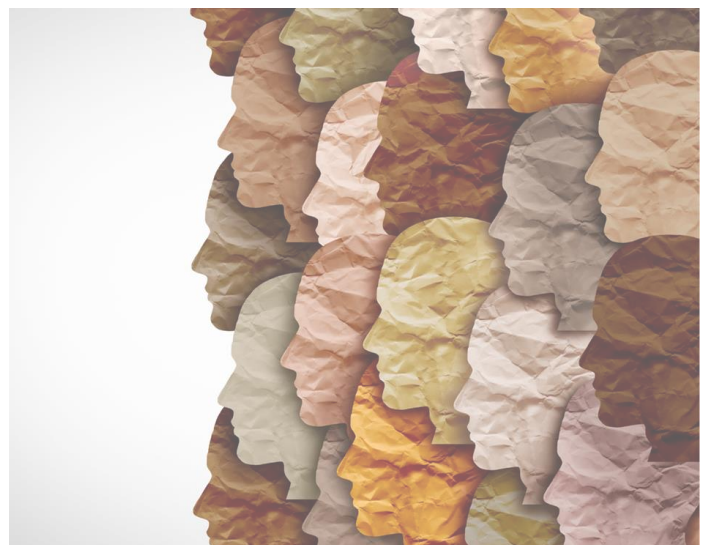


The National Center on Advancing Person-Centered Practices and Systems' (NCAPPS) Diversity Equity and Inclusion (DEI) Videos

Collective Insight is committed to the practice of cultural reflectivity and humility in all that we do. Our partner, the National Center on Advancing Person-Centered Practices and Systems (NCAPPS), shares this commitment in their own work.

NCAPPS has created an amazing series of short videos spotlighting intersectionality within person-centered supports. Check out their videos to hear directly from individuals with diverse racial and cultural identities as they reflect on their own experiences with person-centeredness. Links to these videos are provided below.

Visit the [NCAPPS Shorts](#) page or [NCAPPS YouTube Channel](#) to view the videos



Engagement Tip of the Month:

Adapt Your Active Listening Skills for the Post-Pandemic World

Active listening is essential to meaningful engagement. So, what does active listening look like when we hold virtual meetings and wear masks? There are a few concrete ways to practice active listening in the post-pandemic world (and to support others to do the same):

Be Honest. Discuss the challenges of virtual and/or masked communication with participants openly. While essential accommodations, they also may create challenges, including for those experiencing hearing loss or processing delays. Allow people a safe place to discuss these challenges so real solutions can be identified.

Stay Present. Being virtual can make it easier to be distracted. Recognize this and ask participants to minimize distractions by closing out email and silencing phones. If staying present is a challenge for your team, check your incentives. Ensure the value of your meeting is clear and participants understand why actively listening is beneficial to them.

Communicate Differently. Facial expressions and tone can be difficult to decipher virtually and while masking. Encourage participants to emphasize expressions, address others by name where they may have previously relied on eye contact, and speak slowly and clearly to compensate for these challenges.

Have strategies that have worked for you? Share them at info@collectinsight.com. More tips can be found here:

- [Stop Zoning Out in Zoom Meetings](#)
- [How to Communicate Clearly while Wearing a Mask](#)



Looking for Help with Engagement:

Collective Insight, a certified Women-Owned Business, is an engagement company you can count on to take you from concept to outcome.

Learn more [here](#) or email us at info@collectinsight.com

Seeking Focus Group Participants!



Aging PCOR
Learning Collaborative

The Aging PCOR Learning Collaborative is looking for

- Older Adults
- Caregivers
- Researchers
- Students
- Faculty
- Funders

to provide your input on our educational videos!

As a focus group participant, you will:

- Prepare by viewing 4 short video clips related to the benefits of engaging older adults in research.
- Join a 60-minute virtual Zoom meeting to answer questions about the videos and talk about ideas for future educational topics.

Interested?

**Click [here](#)
or call Taylor:
508.474.5583**

- ↳ No research experience necessary
- ↳ We can support and accommodate your needs
- ↳ One 60-minute virtual meeting in late April (date tbd)
- ↳ Receive a \$50 gift card for your time



Taylor.Gray001@umb.edu



508.474.5583



[Apply Here](#)