

FEBRUARY 2024

discover the collective way forward

COLLECTIVE INSIGHT

Newsletter



COMMITMENT



VISION



COMMUNICATION

VOLUME 2, ISSUE 1

- Kickstart the Engagement Process
- Introducing: Engagement in Action
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Research and Develop a Plan

Preparation means developing an outreach plan before you outreach to communities. Your outreach plan doesn't need to be fancy, just thoughtful. It should include a goal for your project and the diverse perspectives you seek to reach this goal. Take the time and responsibility to educate yourself on communities most impacted by your topic, especially those often left out of important policy and research decisions. This often includes communities of color, individuals who speak languages other than English, and urban and rural communities. Your outreach plan must recognize the communities typically left out of important conversations and the diversity that exists even within these groups. Your plan also should include a timeline for decision making and how engagement of communities will align with your decision making windows.

Engage Community Leaders

From there, start simple. Identify a few community leaders to reach out to and learn from. Make your meetings worthwhile for people who are busy by actually taking the time to listen, document, and learn. Always be transparent about how community experiences can inform your work and make changes that honor these experiences. Compensate community leaders who work with you to create accessible outreach activities and incentives that support broader community engagement. Revisit and revise your outreach plan based on your new learning.

Preparation is Always Key

Think about a time when you had to prepare for an important event in your life. Maybe it was a presentation, a performance, or an interview. Surely, you dedicated a lot of time and energy to confirm everything was in place to make the event as successful as possible. Despite preparation, there are always factors beyond our control, like a microphone doesn't work or our transportation fails. We quickly think through ways to shift our approach to respond to these unexpected changes. This doesn't mean our preparation was pointless. In fact, our preparation surely gave way to the mental space to problem solve in real time.

Engagement is no different. When we set out to engage communities in our work, we must dedicate the time required to prepare. This preparation, while never perfect, gives space to then listen in real time and to react genuinely. Below are three steps to keep in mind as you prepare to outreach and recruit communities.

NEW

Introducing: Engagement in Action!

We are delighted to introduce **Volume 2** of the Collective Insight Newsletter. This year, we are turning the spotlight on our partners who have made great strides improving policy, programs, or research by establishing or participating in engagement activities.

Our new **Engagement in Action!** series will pose thought-provoking questions to researchers, program administrators, and community partners that dig deep into the heart of engagement struggles and rewards.

No stone will be left unturned! We promise not to shy away from any topic that brings new insights to readers. We will offer space for interviewees and readers alike to reflect and determine a collective way forward from lessons learned.

Stay tuned for our first interview in March 2024! If you are interested in participating in this exciting new series, please let us know by clicking [here](#).

Engage Broader Communities

Partner directly with community leaders to identify the best ways to communicate and engage those most impacted by your work. Meet people where they are, including faith-based, recreational, and cultural centers. Also consider multimedia approaches via TikTok, Instagram reels, or other social media platforms for which people are already engaged. People equally passionate about your work will join your endeavor, if your endeavor is worth joining. Be ready to create partnership roles for those equally passionate about your topic and be ready to change your work based on what you learn.

Soon, you will identify a group of people with aligned interests and excitement about opportunities ahead. Take the time to work in partnership with these allies to solidify your partnership. Develop a charter or formal agreement that explains how you plan to partner, including roles, responsibilities, accommodations, time commitment, and compensation for time spent. Use these documents to guide early partner conversations and then revise them as you learn more about your partners' needs, preferences, and ideas. Consistently reflect on your guiding documents with partners to ensure they remain accurate. Your preparation and ability to respond, in real time, will build trust and endless opportunities for new learning.



Catching Up with Collective Insight



Collective Insight is now partnering with the LeadingAge LTSS Center @UMass Boston, Boston College, and numerous engagement experts to implement the Measurement Matters project! Measurement Matters is funded through PCORI's 2023 Science of Engagement series and will design and test a tool for measuring meaning engagement in research.

We are implementing our own engagement strategy to ensure the Measurement Matters tool is informed by a wide range of experts. This strategy includes:

Technical Advisors

We are joined by 5 technical advisors that bring both community partner and engagement practitioner experience. We are using a 1:1 engagement approach to dig deep with our advisors on the “nitty gritty” of our activities (learn about our design activities [here!](#)) Advisors provide feedback on activities, such as the literature scan and consensus methods, to ensure our work is grounded in engagement experience.

Steering Committee

We are engaging an 8-member Steering Committee holding us accountable to principles of diversity, equity, and inclusion across all project activities. Our Steering Committee meets bi-monthly and brings a range of experiences to our work as community partners and researchers.

Gaining International Insights

Our partners join us from across the U.S. as well as from the United Kingdom and Canada. Despite time differences, these partners bring shared values and critical insights about the impact of engagement across unique environments and industries. We hope our engagement structures serve to build international engagement partnerships within and beyond our tool.

Staying Connected

Measurement Matters has many moving parts! Our partners stay connected and up to speed through our webpage's Engagement Corner. Stay tuned to the [Measurement Matters Webpage](#) for updates to the Engagement Corner where you can learn more about our partners and review newsletters detailing how engagement informs progress.