



COLLECTIVE INSIGHT

Newsletter

Volume One, Issue One
December 2022



December Newsletter Topics:

- How to Prepare for Effective Engagement
- GSA Conference Spotlight
- Engagement Tip of the Month
- How to Connect with Collective Insight

Making Engagement Work

Topic of the Month: Prepare

People commonly underestimate the importance of preparation when conducting engagement in research, policy, or program design. In fact, many people think good meetings just happen. **Nope.** Good meetings are planned in advanced. Good meetings happen when it is apparent to those who are engaging that you have put your time and energy into planning a good meeting. Good planning tells people that their time is worth that preparation. And, if you demonstrate their importance, people are more likely to make time and show up.

There are other factors that play into the success of your meeting, including your own self-awareness and facilitation style. But preparedness has a LOT to do with your success. Review **6 Ways to Effectively Prepare for Engagement** on Page 2 to learn more.

Need assistance preparing for meetings?

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

Event Spotlight

It was great to see everyone at the 2022 Gerontological Society of America (GSA) conference!

Collective Insight and the [Aging PCOR Learning Collaborative](#) had the opportunity to participate in three GSA conference events, including the Patient/Person Engaged Research Interest Group.

Our Principal, and Learning Collaborative Co-PI, Dr. Erin McGaffigan presented in the Opportunities and Outcomes of Centering Older Adults in Patient-Oriented and Community-Engaged Research Symposium. You also can find our Student Advisor, Taylor Grey's, poster below!

Learn more about the [Aging PCOR Learning Collaborative](#) [here!](#)

Prepare Effectively for Engagement

Take time to clarify your purpose. You cannot create a thoughtful agenda if you do not even know what you hope to accomplish. Your meeting goals should always inform your meeting topics.

Take time to ask others, too. People show up to your meeting if they think they will get something out of it. Hey, we ALL are busy people. Take time to ask others what they want out of your meetings. Develop agendas that are responsive to these needs and interests.

Make your meetings accessible. Well before the meeting day, take time to ask your meeting participants what they need to be successful. Some people may need large print, mailed materials, a translator, transportation assistance, or a check-in meeting. Take time to identify these needs and meet them. It is a great first step to building trust.

Consider other incentives. In addition to making sure your meeting purpose aligns with attendees' needs, consider other non-financial and financial incentives, such as honorariums, gift cards, and public recognition of those you engage. Consider transportation assistance and food if your meeting is in person. Incentives don't have to be a lot; they just need to demonstrate that you know people's time is valuable. Remember- incentives not only thank people for choosing you, but also make it possible for people to choose you.

Send your materials ahead of time. Not to ride this topic of 'people are busy,' but, seriously, people are busy. Show you respect this by sending your materials at least 3 days prior and prepare to send the materials by mail for those who prefer hard copies. This gives people time to review materials ahead of time; contact you to ask questions before the meeting; and help make the meeting productive.

Make it easy to get to the meeting. Whether it be driving or public transportation directions, signs, or a video conference meeting, invites with links help make sure people can find your meeting. People appreciate your attention to detail, trust us.



(Left to Right) Marcus Escobedo, Learning Collaborative Steering Committee Member; Taylor Grey, PhD Student Advisor; Dr. Marc Cohen, Co-PI

Engagement Tip of the Month

Create a simple survey to ask those you are engaging how it is going. It doesn't need to be long. We find 3-5 questions is all you need. If your engagement project is short term, ask halfway through and then at the end. If your engagement is more long-term, ask quarterly!

Most important, **don't forget to use what you have learned.** Let your group know you heard them and tell them how you plan to use what you have learned. Stumped? Ask your group for ideas on how to fix the engagement obstacles your survey has uncovered.

Ready to Make Engagement Work for you?
Let's Talk.

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

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