



COLLECTIVE INSIGHT

Newsletter

Volume One, Issue Seven
June 2023



When Advisory Groups Come to an End

Don't forget the highlight real

All good things must come to an end and advisory structures are no different. We know that implementing an engagement structure is resource intensive, and at times, emotionally exhausting. Because of this, many people allow an advisory group to end with little fan fair. Unfortunately, overlooking this celebratory step is like forgetting to view a highlight reel after an amazing season. Who does that?

How you choose to close out an advisory process will influence how people perceive the group's success and whether they assume a similar advisory role in the future. We recommend you take the time, as a group, to reflect on the progress made since demonstrating value is one of the biggest incentives you can provide. You also can distribute Certificates of Appreciation and ensure public recognition through public reports, newsletters, social media posts, and more. Also, ensure the group is credited appropriately, either as co-authors or through formal acknowledgement, when their work informs published findings.

June Newsletter Topics:

- When an Advisory Group Comes to an End
- Engagement Tip of the Month: Don't Wait to Evaluate!
- Engagement Spotlight: U54 Quarterly Seminar

Don't forget to take the time needed to evaluate your work at the end, too. Collect constructive feedback from those engaged about what worked well and what can be improved next time to make the process work even better. Be sure to close the loop with those you engaged to thank them for the insights, share key themes you heard, and describe how this new knowledge will influence your work ongoing.

People should be recognized, not just for the time they invested, but for what resulted as well. So, take the time to describe the scope of topics the advisory group influenced and quantify the number of products that resulted from their work. Doing this will allow everyone to see that the advisement was well worth their time. This will lead more people to run to, rather than away, from engagement the next time they are asked to join an advisory process.

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

It is not just you and those you engage who benefit from a thoughtful closeout process, but others as well. For instance, policy leaders can share with constituents how community voices are influential in policy change, and funders can point to being good stewards of public dollars. Documenting your process and impact also can help others improve their engagement strategies. Who knows, it may even open doors for you and others to new funding.

And, not *all* good things have to come to an end. Consider ways you can keep people engaged even after the formal request for advisement is complete. For instance, you can create an email listserv or a social media page that shares final reports and keeps the conversation going. Without investing a ton of time, you can easily keep people updated on similar projects or topics of interest. Keeping individuals engaged, even just minimally, will provide endless opportunities to advance engagement in the long run.

Engagement Spotlight



The Aging PCOR Learning Collaborative speaks at the U54 Quarterly Seminar!

On June 1, 2023, the [Aging PCOR Learning Collaborative](#) presented a U54 Quarterly Seminar. The [U54 Quarterly Seminar](#) is a UMass Boston and Dana-Farber/Harvard Cancer Center partnership dedicated to “rigorous and collaborative transdisciplinary cancer and disparities-related research.”

For this Seminar, the Learning Collaborative partnered with the [Healthier Black Elders Center \(HBEC\)](#) and the [Office of Cancer Health Equity and Community Engagement](#) to present: “Redefining Expertise: Engaging Older Adults as Research Partners.” We shared the benefits of and strategies for engaging older adults in research, including cancer research. We also explored resources available to support engagement and highlighted funders already funding this work. This presentation emphasized not only the applicability, but the importance of engagement across research disciplines.



Engagement Tip of the Month:

Don't Wait to Evaluate!

Don't wait until your engagement project is over to learn what worked well and what can be improved. Instead, ask people during meetings, in between meetings, and through evaluation survey tools what they think of the engagement process and how it could be better.

For advisory groups that meet monthly, this may mean distributing a short evaluation form at the end of each meeting and setting aside 15 minutes to reflect on process, both during meetings and individually, once a quarter.

Your evaluation tool doesn't need to be long. All you need is **about five questions and two minutes of people's time** to assess if:

- People are clear on the group's purpose;
- People feel meaningfully engaged; and
- Your approach is accessible.

Don't stop there. Increase response rates by closing the loop with participants on the themes you heard and how what you heard has influenced your process. Then, **demonstrate a continuous quality improvement mentality** by doing it all over again.

