# Stakeholder Asset Mapping: Workgroup Meeting Guidelines

## July 2020

You are requested to participate in a Stakeholder Asset Mapping Workgroup. This workgroup will meet 2-4 times to answer a series of open-ended questions and to review products that result from our meetings. In preparation for our workgroup meetings, please review the **Asset Mapping FAQs on the following pages.** Please also abide by the following **Meeting Guidelines**:

- Attend all scheduled meetings for the entire scheduled meeting time; you were selected for this workgroup because you have important information to share.
- Be on time for our workgroup meetings; every minute we meet will be important to our process.
- Review all documents shared in preparation for the meeting before we meet; develop a list of questions or areas for required clarification, as needed.
- Use the designated time at the beginning of each workgroup meeting to ask questions you have about the workgroup's purpose, shared materials, and/or your role.
- Be an active participant in our workgroup discussions, including asking questions and sharing your lessons learned from previous stakeholder engagement activities.
- Provide ample time for others to share their stakeholder knowledge and experiences during our workgroup meetings.
- Respect the Agenda focus areas and time frames to ensure workgroup progress.
- Perform any next steps assigned to you in preparation for our next workgroup meeting to ensure our continued progress.
- Ensure a constructive, confidential, and safe environment for the sharing of stakeholder engagement experiences, including positive and negative experiences.
- Trust the process; brainstorming can sometimes feel messy, but the organization of themes and lessons learned can be done after the meeting.
- Recognize that all documents developed in between workgroup meetings are drafts and are simply intended to help us progress in our thinking.

# Stakeholder Engagement Frequently Asked Questions

## What Is Stakeholder Engagement?

Stakeholder engagement is the inclusion of service recipients, their family members, and their systems of support in the design or improvement of services and the systems delivering those services. Stakeholder engagement is sometimes required (e.g., by an appointed leader or a federal funder) and other times initiated by program staff to inform new programs or to minimize frustration among those most impacted by proposed change. Stakeholder engagement activities can look different from one program to the next and may include public hearings, community forums, advisory groups, workgroups, focus groups, interviews, and more.

## When Should Stakeholder Engagement Happen?

Stakeholder engagement can happen at any point in any project, but often engaging stakeholders early in your design process can help ensure programs, tools, and educational resources are easy to understand and meet the needs of constituents. Similar stakeholder engagement strategies can be applied after the design of a program to help monitor the success of the program and to troubleshoot solutions to problems as they arise. Ideally, stakeholder engagement happens at every phase (e.g., initial design, implementation, and ongoing improvement), but the stakeholder engagement target groups and methods may differ based on where you are in your project and what you are trying to accomplish.

## Why Should We Do Stakeholder Engagement?

Some people point to being too busy as a reason to not conduct stakeholder engagement activities. In actuality, stakeholder engagement activities can help to prioritize limited resources and to seek assistance getting important tasks done. Stakeholder engagement can assist you to develop tools and policies right the first time, leading to less time being spent clarifying and/or improving these tools and policies. Stakeholder engagement also can support you to proactively address concerns among recipients of services, families, and stakeholders, ultimately leading to less time addressing frustrations and fixing public relations.

# Stakeholder Asset Mapping Frequently Asked Questions

## What Is Stakeholder Asset Mapping?

Asset Mapping is process of mapping out (e.g., with visuals or lists) your stakeholders and how they are already engaged by your agency and/or your allies. Asset Mapping allows us to dedicate a predetermined amount of time and resources to understanding our existing stakeholders and how they already are engaged in the design or implementation of our programs so we can build on (not duplicate) these activities.

## What Do We Use the Asset Map to Do?

The Asset Map is used to inform your design of engagement strategies for your project. You may decide to adopt existing engagement strategies found in your Asset Map and/or engage respected stakeholder leaders from organizations listed. Engaging leaders from your communities who are already known and respected can not only help build community trust but also shorten the time required to understand stakeholders' engagement needs (e.g., as it relates to accessibility) and to conduct outreach (since many of the leaders also act as gatekeepers).

## Why Should We Do an Asset Map?

Conducting an Asset Map allows you to identify stakeholder engagement groups and practices already in place. Developing an Asset Map provides us the opportunity to identify existing groups, communication practices, trusted relationships, and products to springboard from as opposed to starting the engagement process from scratch. While you may find you still need to develop new engagement strategies for your project, conducting an Asset Map allows you to identify and engage many of the assets that already exist. This means less time is needed to do the things that make engagement so resource-heavy, such as locating stakeholders and developing the infrastructure to engage them.

## How Do We Conduct an Asset Map?

To conduct an Asset Map, you will need to first appoint one person to facilitate the process outlined in the **Asset Mapping Toolkit**. This person should have some experience facilitating a group through a series of questions and documenting themes that result in group conversations. This person may benefit from having a notetaker or scribe, if this resource can be made available. Second, you should devote time to identifying who should be a part of the Asset Mapping workgroup. Workgroup members should be informed of programs and projects that exist within your agency, the providers who implement services, as well as some understanding of the experiences (good and bad) of service recipients and their informal supports (e.g., family members). Workgroup members should be able to commit to a series of workgroup meetings (e.g., 2-4 meetings that last 1-2 hours each) and the review of notes and maps that result from these meetings.

## How Many Hours Do We Need to Devote to the Process?

You will need to appoint a facilitator and a small workgroup to conduct the Asset Map. The assigned facilitator will need to invest a couple of hours reviewing the Asset Mapping Toolkit and scheduling meetings with the workgroup. The workgroup will need to meet 2-4 times to review the Asset Mapping process and to answer the Asset Mapping questions. Each meeting will need to be documented and themes from these meetings will need to be reviewed and edited by the members of the workgroup. The facilitator will spend approximately 2 hours outside of each workgroup meeting organizing themes and developing the map (e.g., stakeholder lists and visual depictions of engagement groups). From start to finish, the Stakeholder Mapping process may take your facilitator approximately 20 hours and each workgroup member approximately 10 hours of work, including workgroup meetings.