Creating a Public Engagement Plan

An infographic tool to support the development of a meaningful, community-centered engagement project.

Developed through a collaboration between the Institute for Learning & Brain Sciences at the University of Washington (I-LABS) and the Center for Advancing Research Impact in Society (ARIS).

Introduction:

There are more opportunities than ever to engage in community focused work. But with so many options, how do researchers and organizations create a focused, meaningful plan?

This tool is designed as a quick-start framework to support the initial ideation and development of a project. The tool centers audiences' needs and the importance of building partnerships in project development. It also prompts the user to consider project logistics, build a logic model, and draft plans for sharing and receiving feedback about the work. An accompanying list highlights resources from across the broader impacts and public engagement communities.

Sections:


Outlining Goals


Finding Inspiration


Understanding Audiences


Developing a Logic Model


Working in Community


Sharing & Feedback

Three ideas for using this framework:

Brainstorm a Public Engagment Plan

Whether this is your first or your tenth public engagement project, use the framework as a tool to help you think through the process of developing a community-focused plan. You can do this as a team, or as an individual.

Inform a Broader Impacts Statement

Work through this framework to explore options and avenues for public engagement that can be incorporated into a broader impacts statement.

Support Professional Development

Use this tool in workshops, trainings, or one-on-one consultations to support researchers and organizations develop public engagement plans.

Creating a Public Engagement

Developing an impactful public engagement plan isn't a top down, one way process. Instead it i
reciprocal relationships. Use this flow chart as a first step to think through and develop ar

WHAT WOULD YOU LIKE TO ACHIEVE?

Through public outreach, you can share a key message or finding, support others as they engage
research, and build your professional skills and portfolio. Think through how you could engage in ea
as you build an engagement plan.

SHARE A KEY MESSAGE OR FINDING

WHAT'S YOUR KEY MESSAGE?

NOW, MAKE IT SHORTER

INCREASE ACCESS OR ENGAGEMENT

How can this work support greater access to, or engagement with, research?

BUILD PR

Public engag
portfolio. How d
professio

MERGING GOALS WITH AUDIENCE NEEDS

While outreach puts its emphasis on sharing information, engagement is about a back
forth relationship. To develop an engagement plan, outreach goals need to be merged
community needs. Start by thinking about who you would like to engage with.

WHO WOULD YOU LIKE TO ENGAGE WITH?

- EDUCATORS
- LEARNERS, K-12
- LEARNERS, HIGHER ED
- ADULT LEARNERS
- COMMUNITY ORGANIZERS
- NON-PROFIT ORGANIZATIONS
- INDUSTRY REPRESENTATIVES
- POLICYMAKERS

WHO ELSE? - - - - - - - - - - - - -

WHAT COMMUNITIES CAN Y

- EDUCATION
- GOVERNMENT BODIES
- NEIGHBORHOOD GROUPS
- RELIGIOUS GROUPS AND CONGREGATIONS

WHO ELSE? - - - -

What are the Audience's Needs?

Understanding audience needs is **THE** key step in creating an impactful engagement projec

How do you know what the audience needs? Here are three key ways:

Talk to a representative from the community you are interested in working with.

Talk to someone who has done outreach work in that community.

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FINDING INSPIRATION

For inspiration, explore these twelve domains[1] of public engagement. Keep your skills in mind engaging speaker? An artist? As you explore, remember to center community need

Alternative, Informal, & Lifelong Learning
Ex. Volunteer at a Museum

Community-Engaged Learning and/or Service
Ex. Develop a service learning course

Community-Engaged Research
Ex. Create a citizen science project

P-14 Education & Educational Outreach
Ex. Build curriculum materials

Applied Practice & Professional Consulting
Ex. offering Pro-bono consulting services

Business & Entrepreneurship
Ex. Partner to develop a commercial product

Holdings & Collections
Ex. Coordinate botanical garden collections

Polic Gover
Ex. ac

Capacity-Building Programs
Ex. Develop a train the trainer workshop

Communications & Media
Ex. Maintain a social media platform or write an op-ed

Performance, Exhibition, & Installation
Ex. Create a public art project

Residency Programs Internships
Ex. Develop an Interns

DESIGNING YOUR PROJECT

Logistics

Depending on your activity, especially if it is an in-person event, logistics are essential.

Space - where will this take pace?

Publicity - how will you advertise?

Permissions - what permits are needed?

Privacy - how will consent be managed?

Things to Consider

Time

How much time do yo devote to a project? I time for prep, evaluat

- A week
- A few days a mo

Budget

What is your budget? associated with time

- Development cos
- Production costs

GOT AN IDEA?

Building a logic model by outlining outcomes and impact supports the development of a succes

How does your idea meet audience needs and facilitate community engagemen

Inputs	Activities	Outputs	Outcomes
What resources are you using to build a project?	What are you doing with those resources?	What are the products?	How are those products being used?

Resources for Creating a Public Engagement Plan



Constructing a Broader Impacts Statement

The Broader Impact (BI) Wizard helps users develop an outline of important points to include in a NSF BI statement and to guide discussions:
http://coseenow.net/wizard/

Broader Impacts Guiding Principles and Questions for National Science Foundation Proposals:
https://www.researchinsociety.org/guiding-principles

Book: Broader Impacts of Science on Society
MacFadden, B.J. (2019) *Broader impacts of science on society.* Cambridge University Press



Making an Impact: Research Communication 101

Communication skills are central to sharing your work and engaging with communities in a meaningful way. Review these resource for a refresher on what makes research communication great.

AAAS Communication Toolkit:
https://www.aaas.org/resources/communication-toolkit

Introduction to STEM Communication, Office of STEM Education Partnerships, Northwestern University:
http://rsg.northwestern.edu



Working in Community: Building Partnerships and Using Needs Assessments

Building partnerships with communities is one of the best ways to create an impact. These resources from the Union of Concerned Scientists outline the background knowledge and tools required in partnership building.

Scientist-Community Partnerships: *A Scientist's Guide to Successful Collaboration*
https://www.ucsusa.org/sites/default/files/attach/2016/04/ucs-scientist-community-partnerships-2016.pdf

Worksheet: *Scoping, Building, and Evaluating Scientist-Community Partnerships*
https://www.ucsusa.org/sites/default/files/attach/2016/04/ucs-sci-comm-worksheet-2016.pdf

It can be tempting to think that we know what an audiences needs are, but the reality is, we don't usually have the complete picture. Conducting an audience needs assessment is an excellent way to build understanding

Community Tool Box: *Assessing Community Needs and Resources*
https://ctb.ku.edu/en/assessing-community-needs-and-resources



Inspiration

There are so many different ways to do public engagement. Here's a collection of success stories, innovative long-term projects, and organizations engaged in this work.

Meadow Watch: http://www.meadowatch.org/about.html

Teen Science Cafe: https://teensciencecafe.org/

National Informal STEM Education Network (NISE Net):
https://www.nisenet.org/about

The Center for Advancement of Informal Science Education:
https://www.informalscience.org/

Portal to the Public: https://popnet.instituteforlearninginnovation.org/

RockEdu Inclusive Science Outreach: https://rockedu.rockefeller.edu/outreach/

I-LABS Outreach and Education Resource Library: modules.ilabs.uw.edu/



Building a Logic Model

Building a logic model by considering inputs, outcomes and impact, supports the development of a successful project. Here are a few resources to get started:

InformalScience.org: *A Start To Developing a Logic Model*
https://www.informalscience.org/news-views/start-developing-logic-model

Community Tool Box: *Developing a Logic Model or Theory of Change*
https://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main



Sharing Your Work

Communicating about your engagement work is just as important as communicating about your research. Here are some resources for crafting a message and using social media:

COMPASS Message Box Workbook:
https://docs.wixstatic.com/ugd/e58a91_38af1e6731ab4b6bb6090fecc9bd4897.pdf

Michigan Tech's Field Guide to Social Media:
https://www.mtu.edu/umc/resources/social-media/fieldguide.pdf

#SciFund Challenge's Self-guided classes in social media, putting audiences first, and video storytelling:
https://scifundchallenge.org/scifund-classes/



Getting Feedback

Collecting feedback is a key. If you are interested creating an evaluation plan, this roundup of resources is a great place to start.

InformalScience.org: *Design Evaluation*
https://www.informalscience.org/what-evaluation-0