

Community Engagement Continuum

TRANSACTIONAL

“Community Investment”

Ex: Public Report Card Release
Information/Training sessions
Awareness Campaigns
Social Media

Communication: One-way partnership to community

Sample Metrics: Number of audiences reached; Number of reports written and distributed; Number of mediums used for media outreach

TRANSITIONAL

“Community Involvement”

Ex: Community Advisory Committees
Community Conversations
Community Calls to Action
Social Media (if done well)

Communication: Two-way mostly partnership to community

Sample Metrics: Active participation, turnover, and retention; # of activities to involve members; Increased accountability by decision-makers to affected groups

TRANSFORMATIONAL

“Community Integration”

Ex: Issue Specific Workgroups
Joint decision-making
Co-ownership of outcomes

Communication: Two-way equal partnership to community and community to partnership

Sample Metrics: Depth of engagement; Ownership of the Partnership and work; Willingness of members to take action; Transcending organizational interests for long-term collective interests

EASE OF MEASUREMENT

PEOPLE INVOLVED

DEPTH OF ENGAGEMENT

ACTIVE ENGAGEMENT