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

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**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

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**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

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Content adapted from Bowen et al, *When Suits Meet Roots*, 2010
Sample Metrics adapted from Pastor et al, *TRANSACTIONS, TRANSFORMATIONS, TRANSLATIONS: Metrics That Matter for Building, Scaling, and Funding Social Movements*, 2011

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