

# Government Community Engagement Implementation

*Implementing a community engagement plan by training your staff, designing components and materials, and supporting operations to ensure success*

Step 1 of 5	How	Why
Train your staff on strategic engagement	Train and empower the implementation team on tested and proven critical engagement skills	Successful engagement requires the right people with the right skills
Step 2 of 5	How	Why
Fully develop engagement components and materials	Develop program specifics for rollout and materials such as communications, templates, forms, scripts, etc.	To prepare well enough that you won't lose momentum once the program launches
Step 3 of 5	How	Why
Implement engagement program	Begin implementing external engagement according to the program design alongside designated staff	Because you're ready
Step 4 of 5	How	Why
Monthly check-ins and benchmarks	Check-in with key staff on engagement status to provide guidance as necessary and workshop solutions to roadblocks	Agility is key to engagement, and we will be there keep things on track and meeting goals
Step 5 of 5	How	Why
Support the development of your Annual Engagement Report	<ul style="list-style-type: none"> <li>Support the compilation and analysis of program results</li> <li>Development of digestible data, narratives, and other report communications for use in expanding your agency's reach and reputation</li> </ul>	Reflecting on a program and developing reports is critical to maintaining success and showcasing your contribution

**Result:** *An expertly implemented community engagement program that meets pressing community needs and establishes your agency, department, and/or office as an integral community member, as well as a staff trained in community engagement and various program components and materials*

