Strategic Engagement and Outreach Presentation

Workforce, Education, and Equity Committee

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Genesis D. Gavino
City Manager's Office

City of Dallas

Presentation Overview

- Purpose
- Values of Service and Strategic Priorities
- Strategic Engagement and Outreach
- Implementation
- Next Steps

Purpose

- To develop an organizational standard for engagement and outreach that exemplifies the City's core values and strategic priorities.

Values of Service and Strategic Priorities

Current Engagement and Outreach Strategy

- Ad hoc approach by department
- Translation and accessibility differs based on engagement and outreach need; not consistent
- Decentralized repository of resources and support

Strategic Engagement and Outreach

Defining the terms

| Engagement	Outreach
• Collaborative processes between organizations/institutions and communities impacted by their policies, programs, or practices to influence decisions and actions through the mutually beneficial and bidirectional exchange of resources, expertise, and information	• One-sided activities and processes related to raising awareness, disseminating information, or training external partners to connect their constituents or members with a service, program, or information

Best Practices
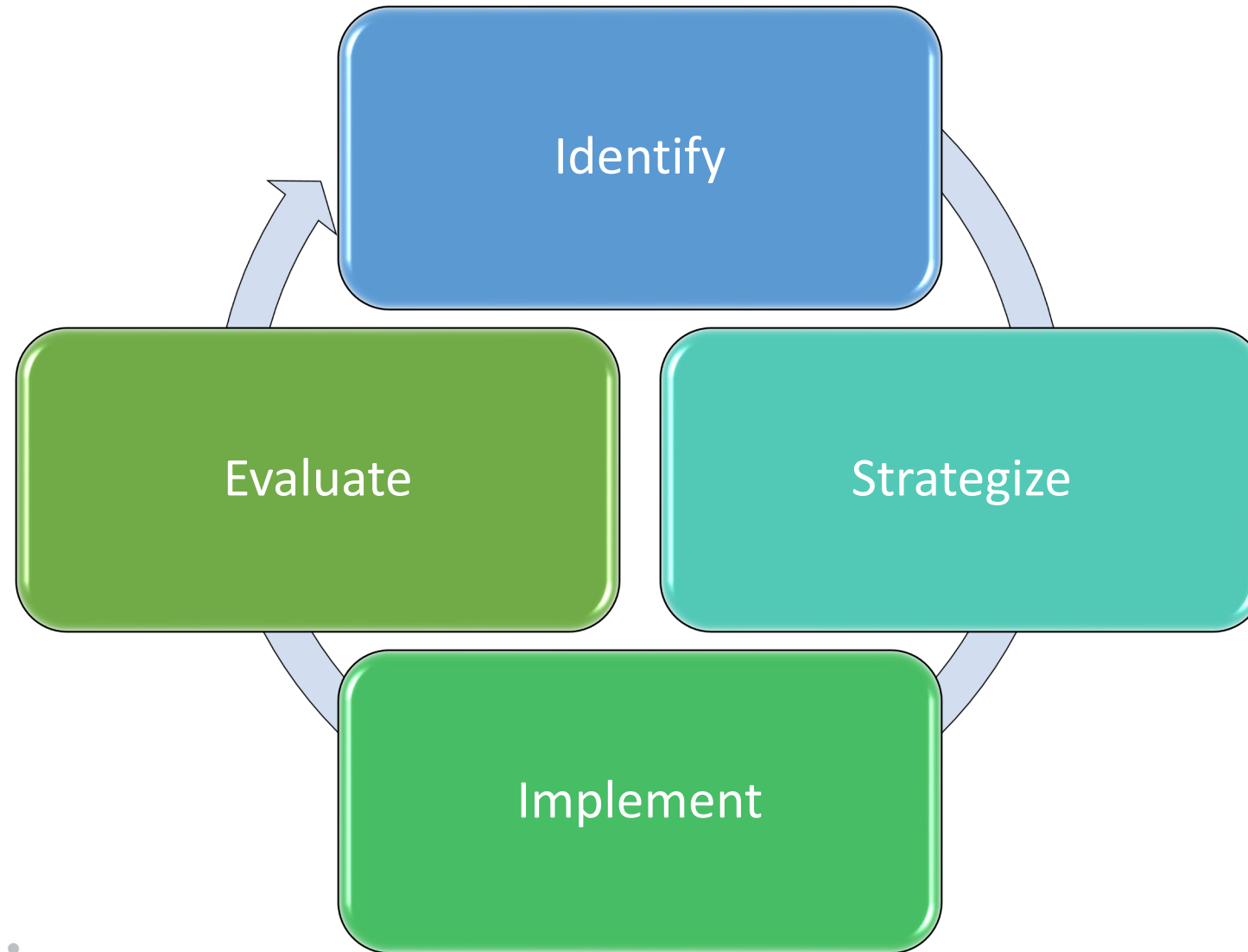
1. Identify

- What is the issue?
  - Clarify, define, and analyze
  - 5 Why's
- What is the purpose of the meeting?
  - Inform
  - Consult
  - Involve
  - Collaborate

1. Identify

Inform
- Communicating information about an issue

Consult
- Gather input on an issue, problem, or process that is under consideration

Involve
- Participation throughout the process

Collaborate
- Identifying and developing recommendations and alternative solutions

2. Strategize

- Match stakeholders to engagement purpose
- Develop key message(s)
  - Talking points
  - Handouts
  - Presentations
- Leverage communication methods best suited to audience; specific communications plan

3. Implement

- Which resources can be allocated for this purpose?
  - Financial, personnel, etc.
- How, when, and where should the messages be distributed?
- Who is the point personnel to deploy resources?
- Contact person for stakeholders?
- Develop and deploy meeting management tools
  - Facilitator
  - Agenda
  - Presentation
  - Sign-Up Sheet
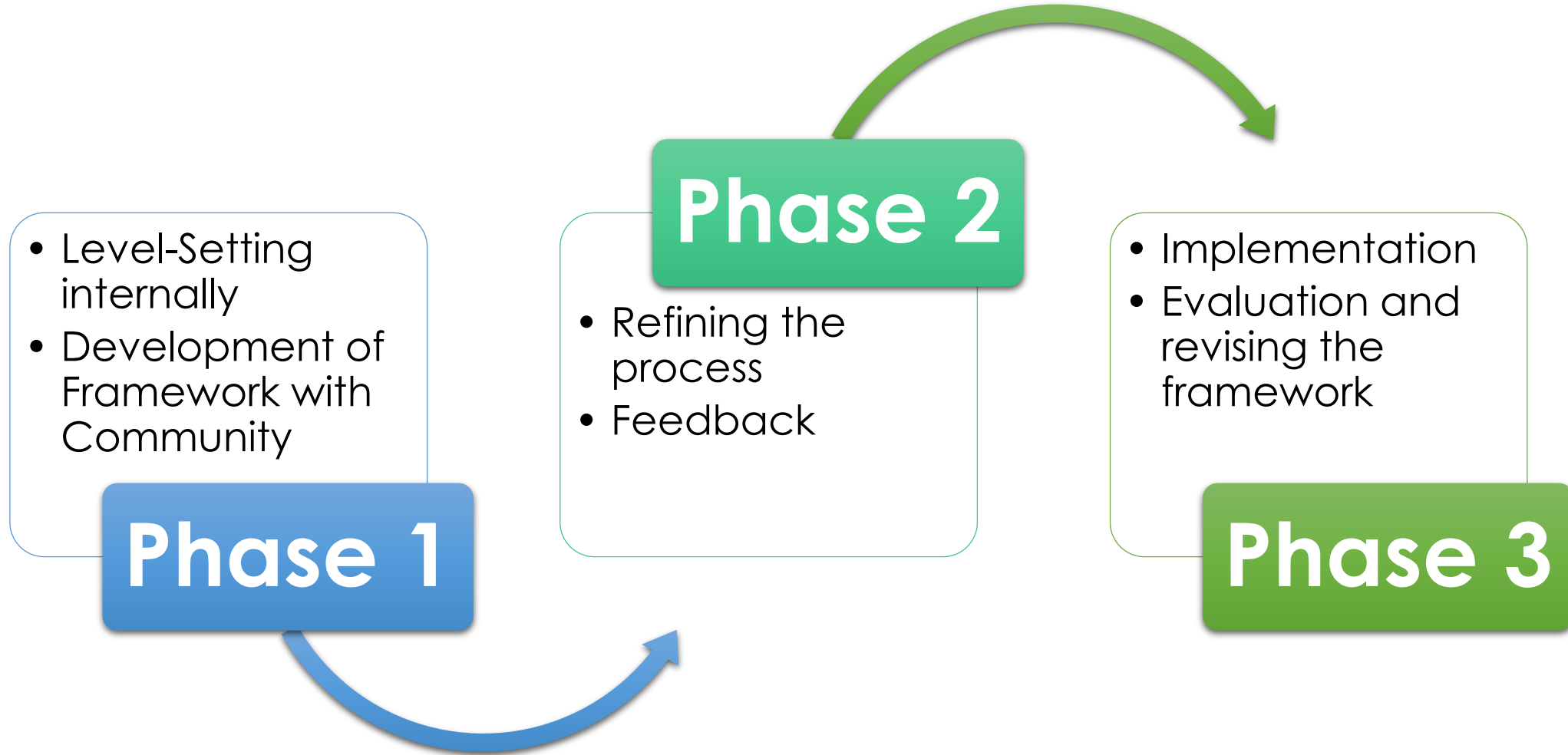 - Language Access
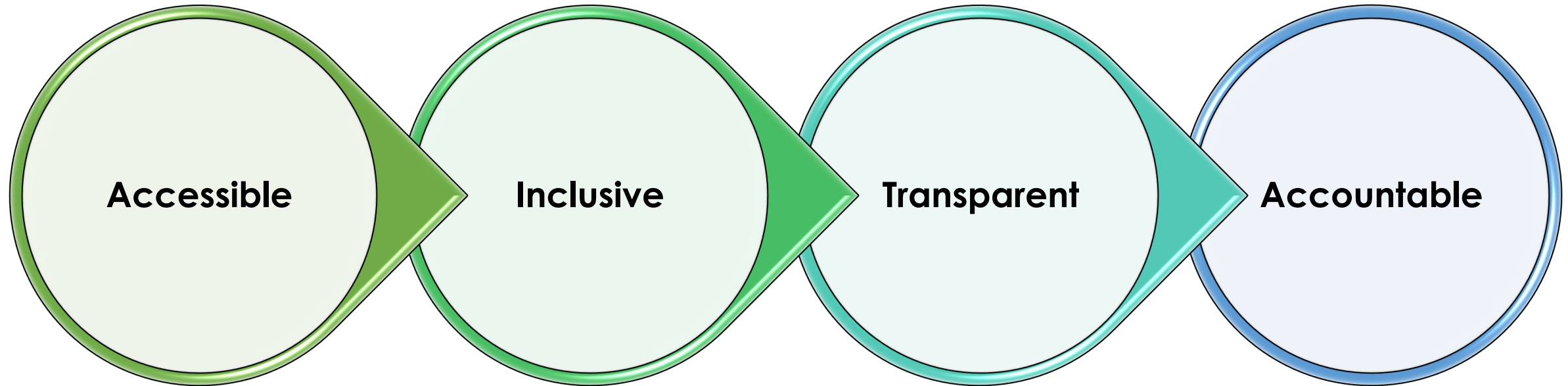 - Audio/Visual
  - Security

4. Evaluate

- Ties back to goal and purpose of the engagement; was the goal accomplished?
- What type of evaluation is needed?
  - **Process** – improve process for future engagement
  - **Summative** – assess outcomes and impacts of the engagement
  - **Formative** – inform the development of recommendations for the program/policy/funding
- How do we want to report the information back to the community?

Phased Implementation

Phase 2

Phase 1
- Level-Setting internally
- Development of Framework with Community

Phase 2
- Refining the process
- Feedback

Phase 3
- Implementation
- Evaluation and revising the framework

Approach

Accessible → Inclusive → Transparent → Accountable

Goals

- Communicate clear goals and objectives for City-led engagement and outreach
- Create a model for advancing mutually beneficial relationships with community
- Build trust in communities that respects and honors their engagement
- Establish expectations and responsibilities for accountability
- Increase civic participation in decision-making and policy development

Next Steps

- Engage City Council to receive feedback on the best practices and approach
- Collaborate with community to refine and formalize the framework
- Establish a City-wide 'Strategic Engagement and Outreach Framework'
- Develop and deploy training for all departments