

WORKSHEET: Crafting Strategic Engagement Plans

The purpose of this exercise is to learn about evidence-based strategies for public engagement with science. We will use the Scenarios and Resilience projects as case studies for considering potential goals, audiences, and tactics of engagement. If you are not a participant in the project being discussed, we invite you to still fill out this worksheet, perhaps imagining that you've been asked to serve as a consultant on the project.

1. What are some of the goals of this project? What are the changes we want to see in society and in science? Consider both visionary goals and medium-term (2-5 year) goals.

Example: We'd like to see state-wide conservation groups (audience) develop conservation strategies (change in behavior) that are futures-oriented and incorporate current scientific understanding about land-use change.

2. Who are key individuals or organizations to engage in order to achieve those changes?

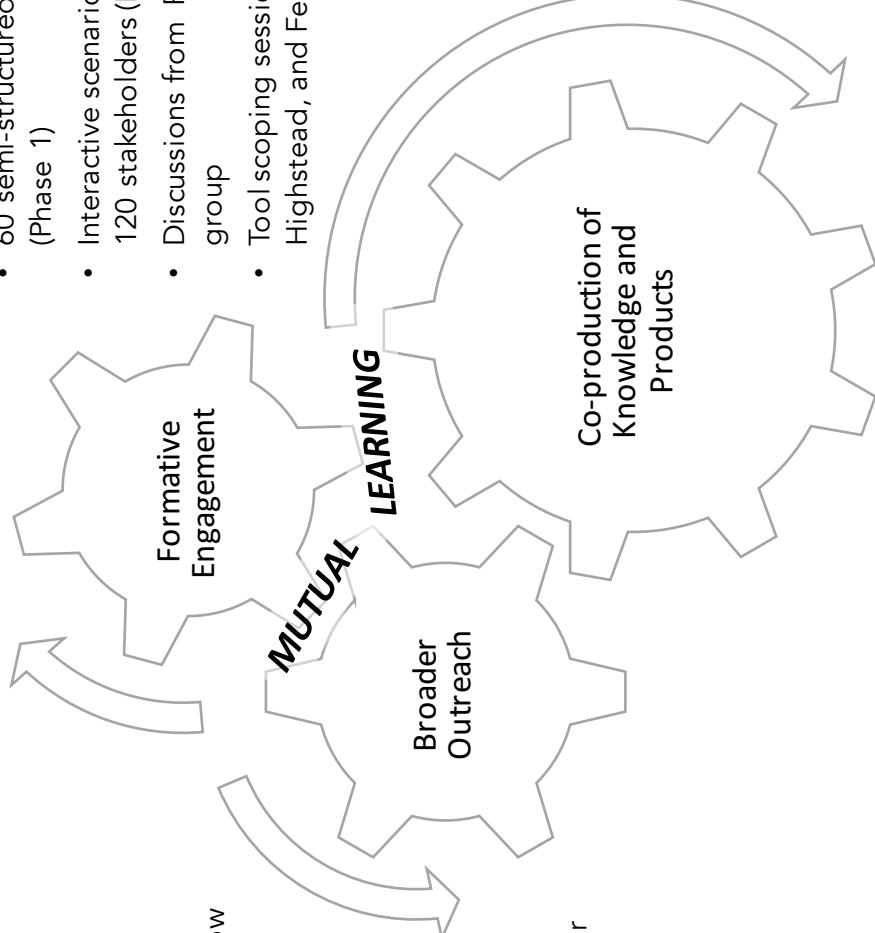
3. Does the proposed engagement plan for the project adequately incorporate each of the three modes of engagement: formative engagement, co-production, and broader outreach? Comment on strengths and weaknesses of the plan with respect to these three modes.

4. What are some communication goals and tactics that participating scientists can use within these activities to help achieve the longer-term goals outlined in question #1? Consider the three categories of communication objectives in the Strategic Science Communication Handout.

Example: To demonstrate willingness to listen and be open: in a presentation, give an example of a time when input from stakeholders affected my research or thinking about a problem.

New England Landscape Futures Project Engagement Plan 4-11-18

- Dissemination of info on how to access and use scenario explorer tool
- Embedding of tool or tool products in stakeholder websites
- Six interactive state-based workshops to explore and apply scenarios tool
- Train-the-trainer sessions for stakeholders (as part of workshops)
- Curated presentation and scientist speakers' bureau
- Social media outreach



- Kick-off RCN workshop (Phase 1)
 - 60 semi-structured stakeholder interviews (Phase 1)
 - Interactive scenario-building workshops w/ 120 stakeholders (Phase 1)
 - Discussions from RCN workshop advisory group
 - Tool scoping session with HF, SPE, Highstead, and FernLeaf/NEMAC
- Co-production of online scenario explorer tool
 - 4 prototyping cycles with scientists, stakeholders, and tool developer
 - 4th prototyping session will take place at large annual gathering of Regional Conservation Partnership Network
 - Formation of 4-6 local partnerships w/ stakeholders to apply the scenarios and tool
 - Co-production of tool guide and use cases