



Module 6 (Part 5)

Exercise

Part 5: Create a
Community Engagement
Framework & Develop a
Collaborative Action Plan



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Step 5

Develop Engagement Framework and Action Plan

The **Engagement Framework** is covered in part 1 of this section and the **Action Plan** is covered in part 2. Both tools are important to ensure that your engagement remains **inclusive, relevant, strategic, measurable, and sustainable**. Without these tools your efforts may become inconsistent or lack long-term impact. You will learn how to outline clear **goals, activities, timelines, engagement methods, come up with solutions to challenges and understand success indicators**. Be ready to assign team members to specific tasks and ensure regular evaluation.

Sample: Community Engagement Framework

Including "**Who/Stakeholders,**" "**What/Purpose,**" "**Action Plan,**" and "**Priority Outcomes**" in a community engagement framework ensures inclusivity, clarity, direction, and measurable impact.

Who/Stakeholders (Who are you Inviting)	What/Purpose (What do you aim to do? What is your company purpose?)	Action Plan & Expected Outcomes What priorities need to happen (Outcomes), and how will they happen (Action Plan)?
		<div data-bbox="1286 616 1643 656">Priority Outcomes</div> <div data-bbox="1286 786 1523 826">Action Plan</div>

By blending **informal and formal community led engagement methods**; to **empower community** leaders, to enable deeper, meaningful relationships that create a strong, active, and inclusive community base.

Informal Engagement (How will you do this?)	Formal Engagement (How will you do this?)	Engaged & Empowered Community Leaders (How will you do this?)
Built initial relationships and trust through informal activities:	Structured sessions were held to ensure inclusivity and gather actionable feedback:	

Ensure **participatory engagement** to actively involving community members in the decision-making process and co-creating solutions. It is a collaborative approach where the community is not just consulted but plays an integral role in shaping outcomes.

Participatory Engagement (How will you ensure this happens?)	Interviews (How will this happen?)	Listening Sessions (How will this happen?)
Involved community members directly in decision-making:	Structured conversations for more in dept information.	Provided a more relaxed open environment where we could listen to the voices of their community. People felt at ease and comfortable sharing their honest thoughts.

Community Engagement Challenges & Solutions

By identifying **challenges**, recognising **opportunities**, and implementing **solutions**, SMEs can effectively enable inclusive community engagement that benefits both the business and the community.

Challenges (Identify and Address)	Opportunities (Identify and Include in Priorities)	Solutions (Identify and Include in Actions)

Action Plan: Outcome Priorities, Challenges, Opportunities & Solutions

Challenges	Opportunities	Solutions
Outcome Priority 1: xxx		

Outcome Priority 2: xxx		

Challenges	Opportunities	Solutions
Outcome Priority 3: xxx		

Outcome Priority 4: xxx		

Sample Action Plan (Put Priority 1 into an Action Plan)

Priority Outcome	Objective	Actions	Timeline	Responsible
Priority 1 XXX				

Sample Action Plan (Put Priority 2 into an Action Plan)

Priority Outcome	Objective	Actions	Timeline	Responsible
Priority 2 xxx				

Sample Action Plan (Put Priority 3 into an Action Plan)

Priority Outcome	Objective	Actions	Timeline	Responsible
Priority 3 XXX				

Sample Action Plan (Put Priority 4 into an Action Plan)

Priority Outcome	Objective	Actions	Timeline	Responsible
Priority 4 XXX				

Sample Action Plan (Add Key Performance Indicators (KPIs))

Key Performance Indicators (KPIs)	Measurement	KPIs	Timeline	Responsible
XXX				
XXX				
XXX				
XXX				



End of Module 6

Any questions?

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