



WICHITA STATE  
UNIVERSITY

*DIVISION OF DIVERSITY AND  
COMMUNITY ENGAGEMENT*

*Public Policy and  
Management Center*

# Can We Hear You Now??

## *Approaches to Stakeholder Engagement*

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# Stakeholder Engagement

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Stakeholder engagement has become an important tool local governments use to involve residents in decision-making.

It requires an out of the box approach to reach the many diverse voices and perspectives that make up a community.



# Listen. Focus. Share.

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# Listen: Influencer Voice & Call to Action

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# Listen: How to Engage?

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- Authentic: open and honest dialogue
- Diverse voices: more than frequent flyers
- Consistently and timely
- Don't just check the box

# Listen: Where to Engage?

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Citizens attending meetings has been declining since 1973 and perceptually we are still seeing a decline.



# Listen: Where to Engage?

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- Town Hall vs. Wedding Crasher





# Listen: Where to Engage?

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- Survey
- Do It Yourself (DIY) Facilitation
- Internal: Employee Newsletters, Email, Intranet, Team meetings
- Social media
- Stakeholder interviews
- Radio stations, newspaper, newsletters, website



# Listen: Where to Engage?

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Instagram



twitter

facebook



You Tube



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# Questions

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**ARE YOU UP FOR THE  
CHALLENGE?**



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# Thank You!

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