

Community Engagement, Outreach & Communication Skills

–Worksheet–

VECAN conference- November 1, 2025

GOAL	POSSIBLE TOOLS
Inform: Provide information to help the public understand	Flyers and newsletters, websites, panel discussions, tabling at community events, open houses
Consult: Solicit public comment on an issue or decision	Surveys, focus groups, facilitated meetings designed for public comment
Involve: Work directly with the public throughout the effort, to ensure their ideas are understood and respected	Visioning exercises, deliberative forums with small-group discussions
Collaborate: Partner with the community in developing alternatives and choosing actions	Advisory committees, participatory decision making, consensus meetings
Empower: The final decision is up to the community and the community owns the project or initiative	Town Meeting, ballot voting, or dot-voting and sign ups to advance projects

<https://www.vtrural.org/guide/>

A. What is one project or initiative where you would like to improve your community outreach?

B. What is “the question” you would like answered through the engagement?



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C. What is one goal for engagement for your project or initiative?

D. Who is one new person you want to invite to your project team?

E. What is one strategy you hope to use to advance your project or initiative?

F. What is one way you can make your community outreach more fun?



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