



Communication, Outreach, Engagement, and Stewardship: What's the Difference?

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Agenda

Untangle the differences between communication, outreach, engagement, and stewardship



Comm



Photo by Keira Burton from Pexels



Photo by Monika Balcuniene from Pexels



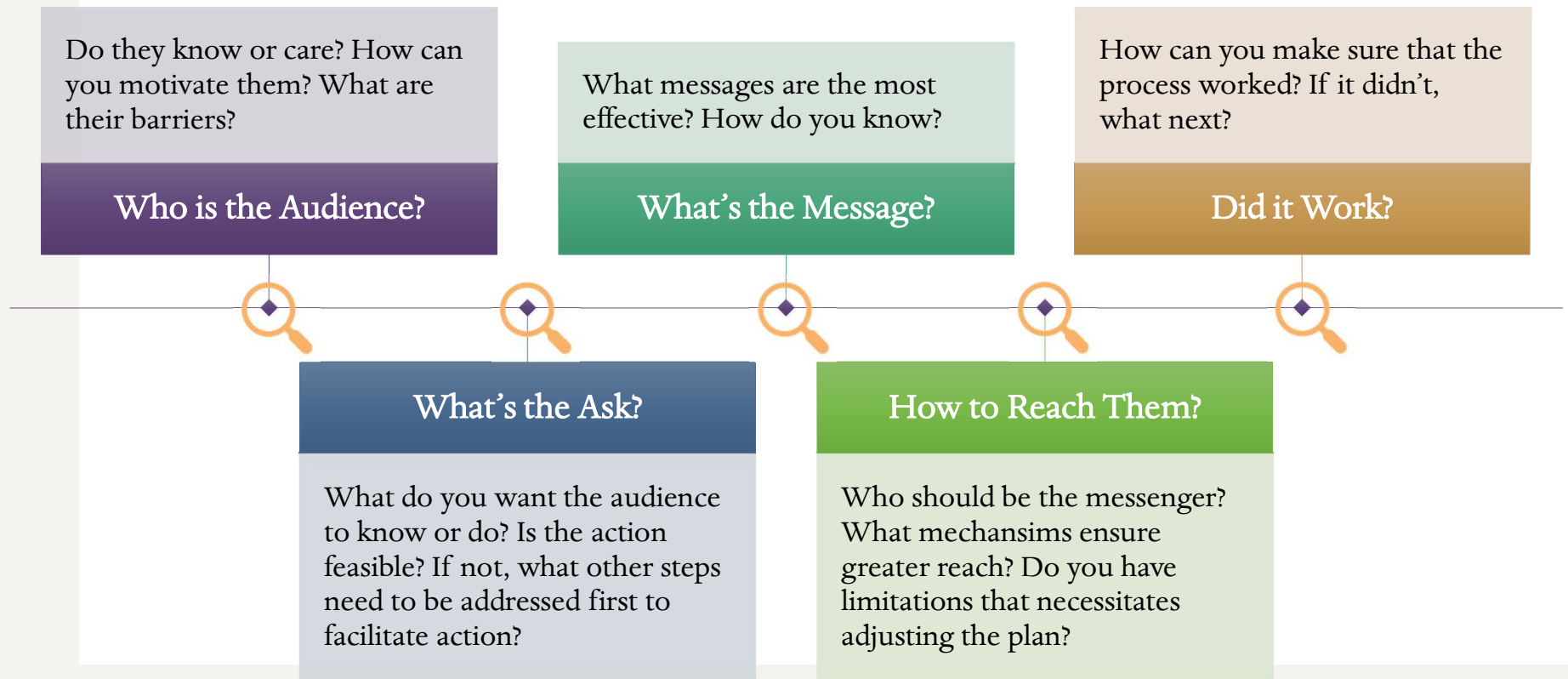
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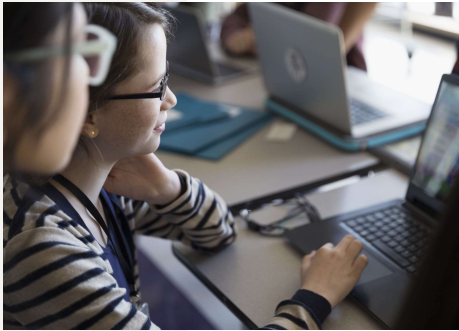
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Communication



What's the Ask?



Awareness

Eyes & Ears



Understanding

Head



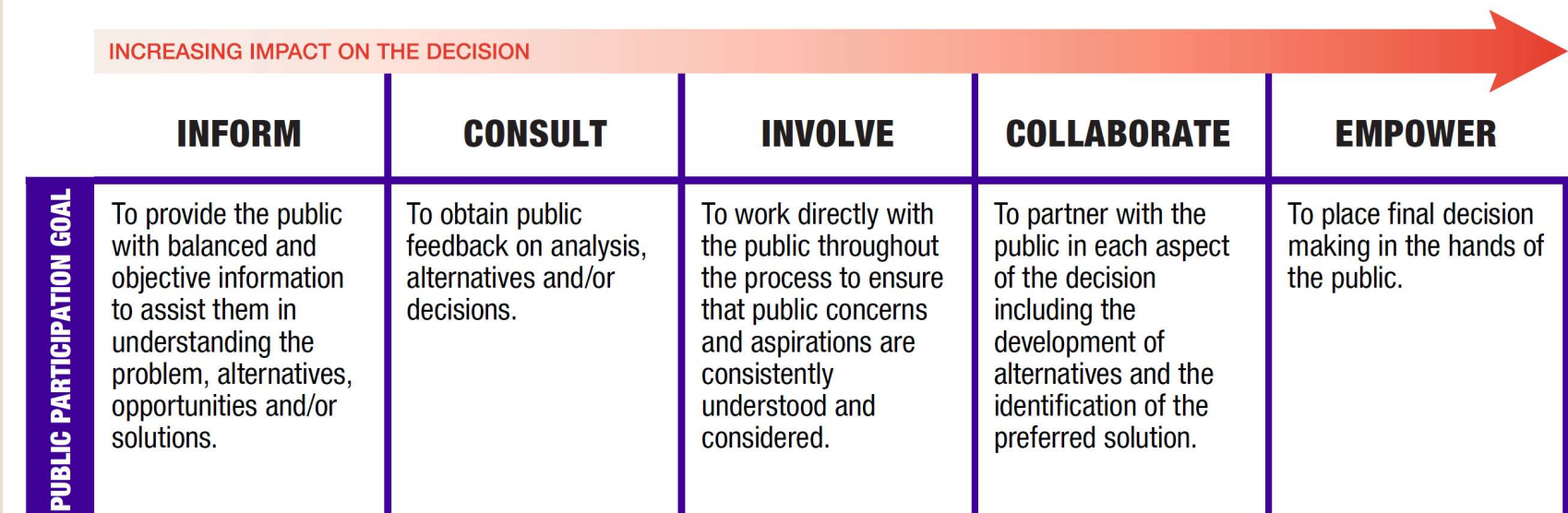
Commitment

Heart



Action

Hands & Feet



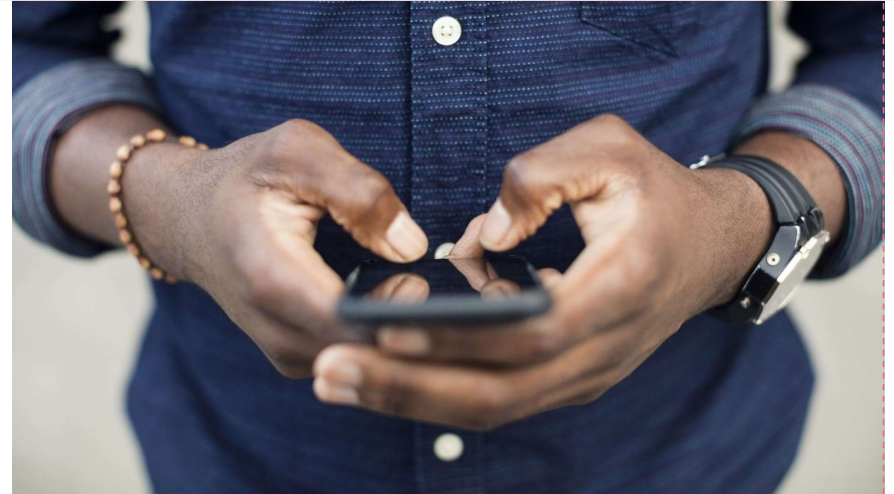
Community Engagement Spectrum

International Association for Public Participation

Inform (Outreach)

“We will keep you informed”

- Press release
- Website
- Newsletter
- Factsheet





Consult

“We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced decisions”

- ♦ Focus group, surveys
- ♦ Community / Public meeting
- ♦ Listening session

Involve

A woman with long dark hair is in the foreground, holding up two yellow sticky notes. She is looking at them with a focused expression. In the background, several other people are seated at a table in what appears to be a workshop or meeting room. There are lamps, papers, and coffee cups on the table. The scene is lit with warm, indoor lighting.

"We will work with you to ensure your concerns and aspirations are directly reflected in alternatives and provide feedback on how your involvement on how public input influenced decisions."

- Workshops

Collaborate



“We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent practicable.”

- ♦ Advisory committee, Task force



Empower

“We will implement what you decide”

- ♦ Vote or referendum

A photograph of four people working in a garden. On the left, a young woman in a white cap and grey sweatshirt is focused on a task. Next to her, a young woman with her hair in a ponytail, wearing a green jacket, is smiling and looking down. To her right, an older man wearing a straw hat and a red and black plaid shirt is looking on. On the far right, the back of a woman with long dark hair wearing a blue shirt is visible. They are all surrounded by lush green plants. A semi-transparent green box with white text is overlaid in the center of the image.

Stewardship

Mobilized corps of citizen volunteers who have the knowledge and skills needed to enhance the health of their local watersheds.

Thank You

References:

[Int. Assoc. for Public Participation](#)

[Chesapeake Progress](#)

