

Stakeholder Involvement

at the Crissy Field Center

prepared for the
Environmental Education Evaluation
Learning Community
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Stakeholder Involvement

Identify level of involvement



1. Stakeholder not Involved

Intentional or not intentional

- + Requires less resources
 - + Expedient
 - Product may not meet needs or interest of audience.
 - May not attract intended audience.
 - Potential for missed opportunities
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2. Token Involvement

Seek endorsement. You define the framework and roles.

- + Expedient
 - + Stakeholder seeks less involvement
 - + Some feedback
 - Product may not meet needs or interest of audience.
 - May not attract intended audience.
 - High potential for missed opportunities
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3. Authentic Involvement

Seek partners early in process.

Share broad goals.

Co-design and allow for greater contribution and changes.

3. Authentic Involvement

- + Better opportunity to meet audience interests
 - + Broader support for final product
 - + Greater opportunity to reach intended audience
 - + Allows for innovative approaches
 - Requires time and resources
 - ± May require change in final product
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4. Co-Ownership

Give up control.

No preconceived design.

Outcomes are mutually beneficial.

All partners contribute and invested in success.

4. Co-Ownership

- + Greatest opportunity to meet audience interest
 - + Greater opportunities for innovative approaches
 - + Strong investment by stakeholder(s)
 - Requires greater time and resources
 - ± Requires tolerance for risk
 - ± Requires facilitation and negotiation skills
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Crissy Field Center Projects



Crissy Field Center

- Community Advisory Group



Crissy Field Center

□ Community Heroes



Crissy Field Center

□ Community Heroes



Crissy Field Center

- IYEL - Inspiring Young Emerging Leaders



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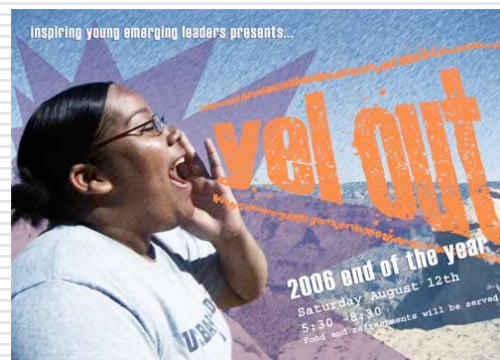


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- IYEL - Inspiring Young Emerging Leaders



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Stakeholder Input

Identify level of involvement.

