

# Engagement Framework

## 9 Focus Areas

### GOALS

FOCUS ON EFFECTIVE EFFICIENT COMMUNICATION & COMMUNITY ENGAGEMENT

CULTIVATE THE BRANDS

ENGAGE WITH GROWTH

INCREASE QUALITY ENGAGEMENT THAT FOSTERS INCLUSION

### MESSAGING FOUNDATION

BE EXCELLENT BE PROFESIONAL BE INTENTIONAL BE TRUTHFUL

### CONNECT

#### INFORM

PLATFORMS  
PARTNERS  
NETWORKS

#### CONSULT

BOARDS & COMMISSIONS  
NEEDS ASSESSMENTS  
SURVEYS

#### INVOLVE

SPECIAL EVENTS  
PROGRAMMING  
VOLUNTEERS

#### COLLABORATE

PARTNERS

#### EMPOWER

STAKEHOLDERS  
SUPPORT GROUPS  
ASSETS  
MAIN STREET DISTRICT