Stakeholder Selection and Engagement Process

Information about how ECHO identified key stakeholders for various engagement opportunities in partnership with our consulting firm, TPMA.

Engagement Types

The County team and TPMA designed a comprehensive multi-tiered engagement approach to ensure diverse perspectives were captured:

1. **Surveys**: The broadest form of engagement, designed to collect quantitative and qualitative data from a wide range of community members and stakeholders.

2. **Interviews**:
   - **Individual Interviews**: In-depth discussions with key stakeholders to gather detailed insights into specific areas of expertise.
   - **Group Interviews**: Collaborative discussions among stakeholders with complementary knowledge to identify shared challenges and opportunities.

3. **Design Sprints**: Intensive, collaborative workshops where selected stakeholders work directly with TPMA to develop strategic solutions and actionable recommendations, informed by findings from the survey and interviews.

Stakeholder Selection Rationale

Our stakeholder list comprises 52 individuals with diverse backgrounds who were strategically organized into three participation tiers based on their expertise and community roles:

Selection Process

The stakeholder list was developed through a collaborative process involving:

1. **Initial Identification**: Brad, Nick, and I held several meetings to compile an initial list of potential stakeholders based on institutional knowledge and previous engagement.

2. **Strategic Categorization**: Working with TPMA during strategy meetings, we refined the list and assigned stakeholders to appropriate engagement tiers based on:
   - Specific expertise and knowledge areas
   - Representation across different community sectors
   - Historical involvement with relevant programs
   - Capacity to participate in more intensive engagement activities

3. **Balance and Diversity**: We deliberately sought to include voices from various geographic areas of the county, different professional backgrounds, and diverse perspectives with a spectrum of opinions of ECHO to ensure comprehensive insights.

The strategic assignment of stakeholders, as outlined below, to different engagement tiers allowed us to maximize input while respecting participants' time constraints and leveraging their specific areas of expertise most effectively.

Stakeholder Categories & Participation Tiers

Participation Tiers
- **Tier 1** (🟢 Green): Design Sprints + Interviews + Survey
- **Tier 2** (🟡 Yellow): Interviews + Surveys
- **Tier 3** (🔵 Blue): Survey

Stakeholder Groups and Selection Rationale

ECHO Advisory Board Members (Current & Former)
Role: Provide historical context and institutional knowledge about ECHO program operations, successes, and challenges.
Value: Deep understanding of existing frameworks, past decision-making processes, and program evolution.
Primarily in: Tiers 1 and 2

Other Advisory Committees (Volusia Forever, Cultural Council, Historic Preservation Board)
Role: Offer complementary perspectives from related county initiatives.
Value: Help identify alignment opportunities and potential collaborative approaches across county programs.
Primarily in: Tiers 2 and 3

Division Directors & Municipality Directors
Role: Provide insights on implementation challenges and opportunities from an operational perspective.
Value: Practical knowledge of municipal needs, regulatory requirements, and administrative processes.
Primarily in: Tiers 1 and 2

Grant Writers & Previous Grant Applicants
Role: Share first-hand experiences with the application process, funding requirements, and project implementation.
Value: Identify pain points and improvement opportunities in the grant lifecycle.
Primarily in: All tiers, with experienced grant writers in Tier 1

General Citizens
Role: Represent broader community interests and perspectives from end-users of funded initiatives.
Value: Ensure strategies align with public needs and values.
Primarily in: Tier 3, with select community leaders in Tier 2

Chamber of Commerce Representatives
Role: Represent business community perspectives and economic development considerations.
Value: Connect program objectives with economic impact opportunities and business community needs.
Primarily in: Tiers 2 and 3

This multi-layered approach ensured we captured both breadth (through surveys) and depth (through interviews and design sprints) of community perspectives, resulting in more robust and representative findings to inform our process.