

Unit 4 Stakeholder Engagement and Information Management



FEMA

Objectives

After completing this unit, you will be able to:

- Identify strategies for stakeholder engagement.
- Identify the primary goal of information management during recovery.
- Explain how a information management strategy can facilitate recovery.
- Identify whole community issues during recovery.
- Demonstrate how to create a targeted information strategy for disaster recovery.



FEMA

Community Engagement

Engaging the Whole Community



FEMA

Community Engagement in Recovery



How might information management be used to engage the whole community?



FEMA

Community Engagement in Recovery

- Help encourage participation in the recovery decisions and process.
- Help identify opportunities to create partnerships.
- Help the community understand the role of government vs stakeholder responsibilities.
- Help engage special interest groups.
- Help create "ownership" in the process.



FEMA

Information Management Goal

The information management goal is to effectively collect and distribute accurate and timely disaster recovery information.



FEMA

Know Your Audience

Who is your recovery information intended to reach?



FEMA

Coordinate Communication Efforts



All agencies will need to coordinate efforts to provide clear and effective recovery information.



FEMA

Information Management

- Communicate the specifics of the recovery efforts.
- Use a proactive approach.
- Develop an information management strategy.
- Poll key figures.
- Work with stakeholders and the media.
- Monitor the message.
- Collaborate and build trust.



FEMA

Information Management cont.

Timing is everything!



FEMA

Managing Expectations

Communications should include elements that realistically manage community expectations.



FEMA

Encourage Recovery

Do everything you can to work in partnership with all stakeholders in the community.



FEMA

Activity: 4.1 Targeting the Whole Community

Purpose: To develop strategies for providing recovery information to a target audience.

Instructions: Working in your table group, complete the following:

- Develop strategies for providing recovery information to your target audience.
- Record key discussion points on an easel pad.
- Select a spokesperson and be ready to give a brief 2-3 minute report in 15 minutes.



FEMA

Unit Summary

In this unit you have learned to:

1. Identify strategies for stakeholder engagement.
2. Identify the primary goal of information management during recovery.
3. Explain how an information management strategy can facilitate recovery.
4. Identify whole community issues during recovery.
5. Demonstrate how to create a targeted information strategy for disaster recovery.



FEMA