**Engaging Your Community to Gain Insight Video Script**

In preparing the Diversity, Equity and Inclusion Strategic Planning Guide, all teams will need to engage their community to gain insights.

To gather additional information, you may want to consider, for example, small focus groups with the different constituencies in your department/unit/area. This could be students, staff, faculty and/or alumni. This may also include student interns, student positions, student leaders, part-time staff and/or others.

Before you engage with your community, it is important that your strategic planning team meet to think about every aspect of your work. Who do you serve? Is your mission serving other departments? The team should engage in an exercise mapping out all of the constituencies it engages with often to achieve your mission. This step is important because you do not want to leave any constituency out of the process. This is a critical step in ensuring that as many people as possible participate in the development of your plan. Hear from diverse voices. Make sure you keep a record of your process.

Regardless of how small your stakeholder group, you will need to devise a plan to engage them to determine what their needs are.

To maintain trust throughout your process, you will want to consider a few things:

1. Be intentional and sensitive in gathering additional information on diversity, equity and inclusion. Your team may need to find additional ways to appraise where you are in a number of areas, the next tips may help you do this.
2. If your constituencies are large enough, form small focus groups or town hall discussions to gain more insight from individuals.
3. Your team could explore the option to develop a brief survey that will focus on gathering more information about a particular issue you would like to know more about.

Any of these suggestions will need to be well thought out. DEI can help you determine the best route for you if you need our assistance. Feel free to reach out to us as you seek more information from those who you serve and work with to fulfill your missions.

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