

ENGAGEMENT SCORE

PUTTING THE ASSESSMENT OF YOUR
COMMUNITY ENGAGEMENT PERFORMANCE
IN YOUR COMMUNITY'S HANDS

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R E S E A R C H

STRATEGIC COMMUNITY INSIGHTS





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Tom founded 150 Research after more than a decade working with Australia's leading community engagement and social license to operate consultancies, as well as in the corporate responsibility sector in the UK.

Having designed and implemented the research approaches used by these agencies, Tom wanted to bring the highest level of community engagement knowledge to a wider audience. Engagement Score is the world's first quantifiable and benchmarkable measurement of community engagement excellence.

150 Research's mission is to maximise the value organisations can bring to the lives of the communities they impact, through best practice social research and community engagement.

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ENGAGEMENT SCORE IS THE WORLD'S FIRST QUANTIFIABLE AND BENCHMARKABLE MEASUREMENT OF COMMUNITY ENGAGEMENT PERFORMANCE.

WHY DO YOU NEED TO MEASURE COMMUNITY ENGAGEMENT?

Whether you are a seasoned community engagement practitioner or new to the game, an evidence based, quantifiable benchmark of your organisation's performance is critical if you wish to maximise the impact your efforts in this space can have.

Engagement Score is the definitive measure to benchmark your community engagement performance against industry peers, track progress through your engagement journey, or display the value community engagement can have for your community.

MEASURING YOUR COMMUNITY ENGAGEMENT FROM YOUR COMMUNITY'S PERSPECTIVE

Engagement Score draws on decades of knowledge and experience from the world leaders in community engagement and social license to operate. This easily implementable, and replicable measure of your organisation or project's community engagement will quantify your performance, and give detailed strategic insights for possible improvements to your approach.

The measure puts the assessment of your performance in your community's hands.

When thinking about community engagement, many organisations focus on tools rather than strategy and purpose.

Engagement Score is a defined measure of your community's perceptions of your organisation. It isn't about the latest online platform, or engagement buzzword, it isn't an 'engagement expert' auditing your systems or practices - these are the tools for engagement, they are not a measure of how effective your engagement is. Engagement Score measures the key elements of community engagement to allow you to form meaningful, trusting and mutually beneficial relationships with your community. It outlines the key steps required to turn your community into a network of advocates for your organisation or project.



WHAT DOES STRATEGIC COMMUNITY ENGAGEMENT LOOK LIKE?

Best practice community engagement considers four key elements that comprise your Engagement Score.

1. Community benefit – Does your community believe the existence of your organisation adds value to their lives?
2. Civic contribution – Are you meeting your community's expectations?
3. Interactional trust – Does your community feel valued, listened to, and respected when they interact with you?
4. Shared values – Are you working towards the same goals as your community?

Engagement Score is an approach that delivers true value to your community and also:

- Reduces your reputational risk
- Reduces the time you'll spend dealing with complaints
- Simplifies decision-making in polarised debates
- Builds trust with your community, and
- Ultimately can take relationships with your community from a transactional tolerance of each other, to a genuinely shared interest in each other's success.

The insights gained through Engagement Score will enable you to develop strategic community engagement approaches that go far beyond traditional interactional trust based engagement strategies.



HOW DOES ENGAGEMENT SCORE WORK?

Traditional community engagement approaches rely on maximising interactional trust. In other words:

- How many people can you access and engage,
- How positive an interaction do they have with your organisation, and
- How easy is it for them to access the information they need and give their feedback for a given project or topic.

While each of these are invaluable and crucial measures for any community engagement project or strategy, these alone are not enough to fundamentally change the relationship your community has with your organisation.

Leading practice requires a focus on more than this one aspect of engagement.

Engagement Score uses tried and tested survey techniques to measure the four key elements that make up your community engagement performance. Rather than measuring engagement reach, Engagement Score focuses on how effective your engagement is in achieving your goals.

Once you understand your community's view of how you are performing against the four key elements of engagement, the next step is to understand who your advocates are, who your detractors are, and who is disengaged..

These insights allow for highly targeted recommendations and strategies to be developed which will enable you to build relationships with your detractors, and the disengaged, so that they become your advocates.



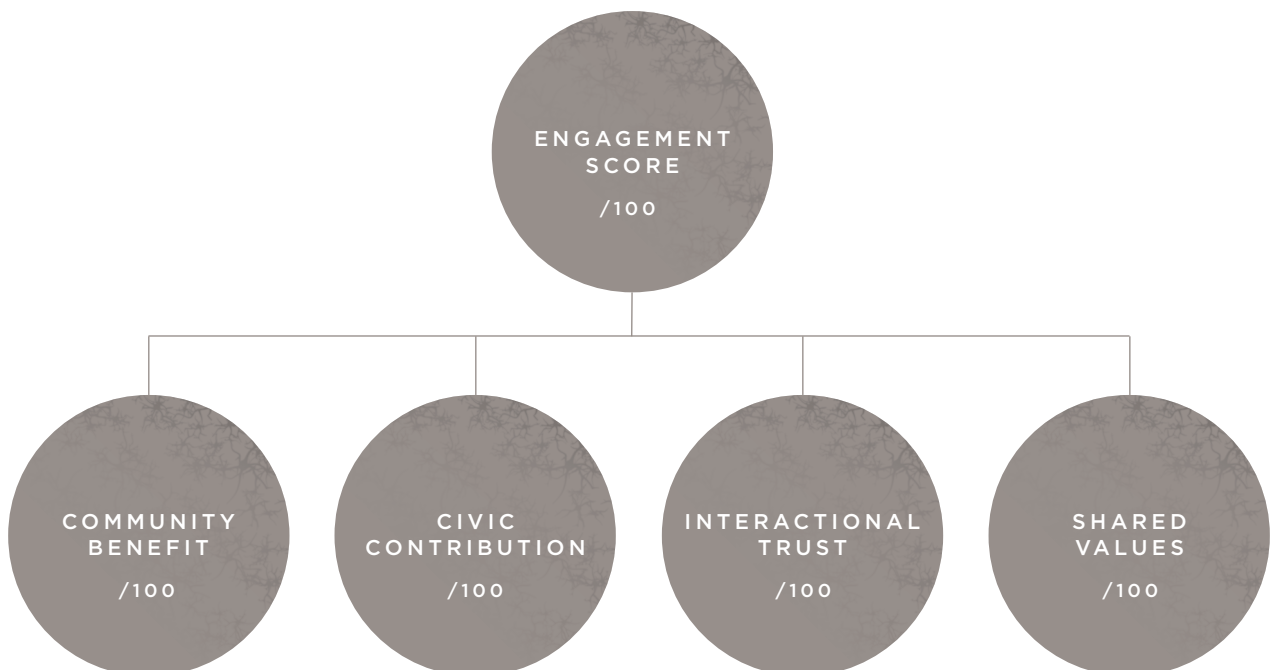
WHAT DO THE MEASURES LOOK LIKE?

Your Engagement Score is a score out of 100. This score comprises the four key engagement elements and uses a simple algorithm which removes the tendency for detractors and advocates to cancel out each other's responses.

Both your overall Engagement Score and the four component elements can be benchmarked against your industry peers, your own progress as an organisation, or even individual projects.



Engagement Score's approach will also allow you to identify who your advocates, disengaged community members, and detractors are, and why.



You will then receive a breakdown of the four key elements (/100) which will specify opportunities to increase the impact of your engagement, and highlight areas for improvement.



ENGAGEMENT SCORE IS THE FOUNDATION OF
LEADING PRACTICE COMMUNITY ENGAGEMENT.
IT IS THE ONLY MEASURE OF YOUR COMMUNITY
ENGAGEMENT PERFORMANCE THAT IS BASED ON
DECADES OF ACADEMIC RESEARCH, AND REAL WORLD
IMPLEMENTATION BY GLOBAL LEADERS IN
THE ENGAGEMENT SPACE.

The insights gained through this measurement process will allow you to benchmark your performance against your industry peers, and your own historical performance. Engagement Score enables you to identify industry leaders and learn from them.

Implementable at organisational or project level, Engagement Score can be combined with existing survey work, and will sharpen your organisation's understanding of the impact your engagement efforts are having within your community. Once you understand your organisation's or project's Engagement Score, we can work with you to develop and implement strategies to maximise the impact community engagement can have within your community.

Whether you are about to implement a new approach to community engagement, looking to invest in a new online platform, updating your policies or plans, want to quantify your progress, or just want to know how you stack up against your peers, now is the time to set a benchmark and start measuring and managing your performance.

150 Research offers a full suite of services relating to community engagement including: strategy development, social research, engagement plan development and implementation, consultation policy development and reviews, and in-house training.



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