



# Deliberative Engagement With EngagementHQ

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How to Use  
EngagementHQ

**Deliberative Engagement with EngagementHQ**  
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First published by Bang the Table  
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Granicus Australasian office is based in Carlton, Victoria, on the lands of the Woiwurrung (Wurundjeri) peoples of the Kulin Nation. We pay our respects to elders past, present and emerging across Australia.



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# What is Deliberative Engagement?

## Part One

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Deliberative engagement occurs when a group of people who represent a community agree to come together to help guide a decision about a project or issue that affects them.

It's a structured process, where evidence and diverse perspectives are provided to participants, who then 'deliberate' options and come to a consensus about a way forward. As [Sally Hussey writes](#), "At its core, deliberation requires weighing up competing arguments around policies and public decisions in a context of mutually civil – and diverse – discussion."

Often (but not always), participants in deliberative engagement are selected through a two-step process to enable a random selection of participant to fulfil a representative demographic quota. They form a deliberative panel, also known as citizen juries, community panels, local partnerships and consensus conferences and so on. Deliberative panels may come together for a one-off session, a series of sessions (pre-determined, with dates set in advance), or be ongoing.

Deliberative engagement can be used to guide policy and strategic direction, and help make decisions about complex challenges.

A digital deliberative process is one that takes place online, using digital tools and methods.

## How does deliberative engagement differ from other engagement methods?

With other engagement methods, you tend to hear from people who are interested in a topic and want to share an opinion through available channels. While this is valuable in gathering general sentiment, there is no guarantee the responses will truly represent the diverse opinions across your community, or that you will hear from those who often don't have a voice. There is also no way of knowing how well respondents understand the issue/topic at hand, particularly if it is complex.

**A digital deliberative process is one that takes place online, using digital tools and methods.**



## Why undertake a deliberative process?

Generally, you should consider using deliberative engagement when:

- an issue or project is likely to impact a wide range of people
- an issue or project is complex or multi-dimensional
- there is a need and opportunity to re-build trust with your community
- there is a need to find common ground between polarised views on an issue
- there is a genuine opportunity to empower your community

## What are the benefits of digital deliberative engagement?

Fundamental to deliberative engagement is the ability of participants to think broadly and deeply about information and views being presented to them in a respectful environment. With digital deliberative engagement, that environment is online.

While it is important to **consider software selection in a deliberative process**, the benefits of a digital deliberative engagement are many. Some of the key benefits of digital deliberation include:

- a safe and moderated environment for dialogue and deliberation
- greater inclusiveness (through digital accessibility features)
- greater flexibility in how participants engage
- transparency throughout the process
- easy access to relevant data, research and other information
- meaningful connections between participants, and between participants and facilitators
- ability to engage at a time that is convenient for participants
- reduced barriers to geographic location
- reduced costs of participant travel, accommodation and hire costs and catering

These benefits can help build trust in the process and between participants and decision-making organisation.



## Why is deliberative engagement important?

Deliberative engagement allows people who truly represent a community to make informed recommendations about a complex topic or issue that affects them.

It provides an opportunity for community to have a voice at the table in a way that **reduces barriers, creates connections and engages in meaningful and supportive ways**. It's an inclusive process, offering opportunity for participation regardless of age, gender, ability, geographic location, cultural background personal resources, values or beliefs. The method provides a structured environment in which perspectives can be shared and understanding of an issue increased through evidence and expert presenters.

Deliberative engagement also empowers the citizens who participate. It demonstrates to the community your commitment to open and transparent decision-making, in turn, building trust between community and government.

By bringing diverse voices to the table, deliberative engagement enables contrary views and potential tensions to emerge and be managed in a structured, respectful manner. This in turn adds to the depth and richness of reaching consensus. It can often mean engaging with rather than avoiding difficult conversations.

Deliberative panels, once no longer active, can also continue to be advocates for the resultant outcomes in the community.

## What are the outcomes of a deliberative engagement process?

The aim of a deliberative engagement process is for your representative panel to reach consensus on the advice it wants to provide to decision-makers on the topic or issue under deliberation.

This advice (often a statement or series of recommendations) is then presented to the relevant decision-maker. How much influence this advice will have on any final decision, policy or direction **MUST** be understood from the start.

**When using deliberative engagement, you need to be prepared to relinquish control and accept unpredictable outcomes.**

## How does it work?

There are eight key components to a deliberative engagement process or methodology.

<b>Design and build a digital platform</b>	Your first step is to create the online environment in which your digital deliberative engagement will take place. It will be an accessible, one-stop shop where participants can access everything (and everyone) they will need throughout the process.
<b>Defining the challenge</b>	This involves clearly defining the challenge statement for deliberation and what is negotiable. Often this can be posed as a question with clear parameters.
<b>Recruiting participants</b>	This is where you look at the 'shape' of your community, as defined by criteria including gender, age, ability and cultural background, and you recruit a sample of people to match that profile as closely as possible.
<b>Once your deliberative panel is in place</b>	
<b>Setting the scene</b>	<p>You now convene and run one or more structured sessions with participants (including – or exclusively – online), providing evidence and expert speakers to support discussion.</p> <p>You will:</p> <ul style="list-style-type: none"><li>• define the challenge and explore the human context</li><li>• define why it's important</li><li>• set expectations on what can be influenced</li></ul> <p>Participants must be able to trust each other, which means that confidentiality is respected and dialogue is respectful. They must also suspend assumptions and preconceptions in the interest of the common good. Expression of difference is encouraged.</p>
<b>Exploring and investigating</b>	In this step the panel is guided to ideate on how to solve problems/challenge using design thinking. Participation takes various forms as appropriate at different stages throughout the discovery and decision-making process.
<b>Dialogue and deliberation</b>	Participants are empowered to influence the process and are given ample time to question and reflect on the material, presentations and discussions.
<b>Consensus</b>	After informed discussion and deliberation, participants are facilitated/guided to reach a consensus on a recommended way forward.
<b>Evaluation</b>	This way forward can then be tested with the wider community.

# How many people should be involved?

Research tends to indicate that groups between 40 and 100 are most effective for deliberative engagement depending on the population. Smaller groups may not be truly representative, and larger groups can reduce genuine interaction between participants from different backgrounds. Larger groups can also lead to factions.

## Digital Deliberative Engagement

Online deliberative processes mirror the face-to-face processes, but with additional key principles:

<b>Equitable technology access</b>	Participants must have equitable access to online technologies and resources
<b>Equitable abilities access</b>	The digital technologies and formats provided must enable people with different abilities and capacities to participate
<b>Commitment to goodwill</b>	Online dialogue is about reading, listening, watching and learning. As with other forms of deliberative engagement, participants are required to enter the dialogue with good will towards other participants
<b>Commitment to openness and fairness</b>	Online dialogue is about writing, speaking, expressing and being heard. Participation must be open, fair and equitable through both the recruitment and facilitation processes. Status is suspended in favour of open discussion. Some form of within-group anonymity may be designed into the process.

## Things to Think About

<b>The Challenge</b>	<ul style="list-style-type: none"><li>• Why is this challenge/opportunity important?</li><li>• To what degree can deliberative engagement influence decision-making?</li><li>• What is negotiable?</li></ul>
<b>General Understanding of the Challenge</b>	<ul style="list-style-type: none"><li>• How well understood is this issue in the community?</li><li>• What can you do to educate your community ('preparing the ground' for those who may be invited to join the deliberative process)?</li></ul>
<b>Tools, Activities and Information Needed</b>	<ul style="list-style-type: none"><li>• How will deliberation occur?</li><li>• Will participants meet in person or online (or a combination of both)?</li><li>• What digital tools will you use?</li><li>• What information do participants need to understand the context of their deliberations?</li><li>• Who will they need to hear from?</li></ul>
<b>Participant Recruitment</b>	<ul style="list-style-type: none"><li>• How will you do this?</li><li>• Will you use an independent third party?</li><li>• What does 'representative' look like in your community?</li><li>• What does it look like for this particular topic/issue?</li><li>• How do you increase inclusiveness where needed?</li><li>• Will you reward participants for their time?</li></ul>
<b>Coordinating and running sessions</b>	<ul style="list-style-type: none"><li>• Will you manage the deliberative engagement in-house, or will you engage an independent third party?</li><li>• Have you established a charter or terms of reference?</li><li>• Is everyone clear on the outset of their role, responsibilities and scope of influence?</li><li>• How will you manage strong personalities?</li><li>• How will you manage conflicts and disagreements among members?</li><li>• Is consensus the end goal?</li><li>• What happens if your panel can't reach a consensus?</li></ul>
<b>Managing other stakeholders</b>	<ul style="list-style-type: none"><li>• Is it appropriate to invite elected members and senior staff to present or speak to the panel?</li></ul>

Learn more on [Making Deliberative Dialogue Work Online](#)



# How to use EngagementHQ for Deliberative Engagement

## Part Two

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## Digital Deliberation

A deliberative process is often a big and complex task. It requires both time and resources. You need genuine internal buy-in and commitment and you are likely to outsource tasks to facilitators, contractors and other experts to implement your deliberative project.

While you may decide to use a combination of both face-to-face and online tools, this eguide outlines how a digital deliberative process can be run online using EngagementHQ tools and purpose built functionality.

This eguide outlines a once-off deliberative process, as opposed to an ongoing conversation with the same group of people across a variety of topics and decisions.

This eguide should be read in conjunction with [Making Deliberative Dialogue Work Online](#), and uses the key components of deliberative engagement as a guide to plan, build and execute your online process using EngagementHQ.

### **Key components of a deliberative process include:**

- Design and build your digital space
- Define the challenge
- Recruit participants
- Setting the scene
- Exploring data and information gathering
- Dialogue and deliberation
- Consensus and recommendations
- Evaluation

One of the most important roles of running a deliberative process is that of the facilitator/s. Facilitator(s) play a crucial role at each stage of a deliberative process to ensure it runs effectively and to adapt and guide participants through the key components and deliberative process.

Just like a traditional face-to-face process, the host/facilitator should be an active digital contributor, welcoming panel members to the forums and tools used in the process, encouraging their participation and interaction with each other.



## Design and build your digital space

**Create an accessible one-stop-shop for materials, readings, data and online engagement for participants and the host organisation to implement an online deliberative process.**

As part of your preparation for an online deliberative process, you will need to establish your online space using your EngagementHQ site. This is the central location where all your participants, stakeholders, general public, staff and decision makers can access, engage and participate in your deliberative process.

Firstly you need to decide on your dedicated landing page (A new homepage section or a Hub homepage), and then you are likely to create a number of different projects (or spaces) for your stakeholders to access. These projects will host relevant information, and include a range of engagement tools that facilitate two-way communication, dialogue and deliberation for your intended participants.

Some projects will be public for all to view, and others might be protected and have restricted access. Alternatively, you might create projects for each stage of the deliberative process.

Transparency is a critical element of a deliberative process. Therefore, it is a good idea that you create at least one public project where everyone in your community can access information about the project, and can choose how they stay informed or how they participate. Other projects/stages will have restricted access and it should be clear who can access these projects.

*IPPOSI, Citizens' Jury on Access to Health Information*

*SWSPHN, Closed Groups*



**Purpose:** To create a digital space for the deliberative process to occur

**How to design and build:**

- Create a new section within your current EngagementHQ homepage and display the relevant projects. Alternatively, create an EngagementHQ Hub which provides greater design and branding functionality. This will become the central landing page and also the URL you promote regularly. Use clear and concise project headings, descriptions and appropriate tile images to allow easy navigation to related projects, stages or key information.
- Create at least one public project where you provide general information about your deliberative process/project. Consider:
  - Providing an overview of the project, challenge and process.
  - Including a strong call to action that outlines how people can get involved or stay informed.
  - Outlining the overall process/stages using the *Lifecycle* widget.
  - Using the *Newsfeed* tool for regular project updates and communication.
  - Using the *Follow Project* widget to build a community of interest which you email or send regular updates via EngagementHQ.
  - Including the *Questions* tool so you can respond publicly to any community questions, and further promoting your transparency and genuineness.
  - Including contact details for all key staff, hosts and facilitator in the *Who's Listening* widget.
- Create at least one protected project for your deliberative panel, and provide restricted access to the group you have created in your *Participant Relationship Management* (PRM). Content for these protected projects should include specific information regarding how to use the site, their role and a strong call to action to how and when they will participate.
- Depending on your process, you might consider creating protected projects for each key stage of the process (e.g. recruitment, setting the scene, exploring and investigating, dialogue and deliberation, consensus and evaluation). Each project/stage should be created to contain relevant information, documents and tools to facilitate engagement.
- Depending on your process, you might consider creating protected projects specifically for key stakeholder groups. This could be helpful to facilitate and engage with a project steering body, executive group or group of identified stakeholders. Each protected project will give restricted access to specific groups created in your PRM and should be developed to contain relevant information, documents and tools to facilitate engagement and information sharing.

**Transparency is a critical element of a deliberative process.**



## Define the challenge

**Clearly define the challenge for deliberation and what is negotiable. Often this is posed as a question with clear parameters.**

This is often one of the hardest parts of a deliberative process. The challenge needs to be clear and must have agreement and buy-in from the final decision makers of the host organisation. Depending on the complexity, you may also seek agreement from other relevant parties or key stakeholders involved.

You will also need to define to what level will the deliberative panel's final recommendations be implemented (or considered), so you are transparent from the outset to your decision makers, stakeholders, panel members and general community.

To define and finalise the challenge, you are likely to need a skilled facilitator. You may prefer traditional workshops or stakeholders meetings. However, EngagementHQ can be used to support this stage by facilitating online discussions, dialogue and decision making to define your challenge.

**Purpose:** Gain agreement on the deliberative panel's challenge and the level of influence their final recommendations will have.

### How to design, build and facilitate:

- Create a protected project and restrict access to your key stakeholders via your PRM. Ensure this project is accessible from your homepage/hub homepage and is titled appropriately. The project is likely to contain:
  - Background to this stage/task and what you are trying to achieve.
  - Information about who has access to this protected project and who will be involved.
  - Host/facilitator contact details.
  - Timeframes for this stage/task.
  - Outline the steps or process to gain agreement on the challenge (e.g. 1. Submit ideas/comments, 2. Discuss and dialogue on a draft challenge statement, 3. Vote/agree on the final statement.)
  - Activate the *Questions* tool, so participants can directly ask questions of the host/facilitator at any time during this process.
  - Activate the *Guestbook* or *Ideas* tool to seek general comments, concerns and ideas for consideration. Host/facilitator can use this information to develop a draft.
  - Activate the *Forum* tool and open a discussion regarding the draft. Actively facilitate this discussion with the intent to finalise a draft statement that is reflective of the discussions and of the challenge.
  - Activate the *Quick Poll* tool and provide voting options for the revised draft challenge. Voting will allow stakeholder agreement and consensus to move forward with a finalised challenge.



## Recruit participants

### Promote widely and recruit a representative group of people.

There are many different ways to recruit a representative group of people, including outsourcing this task to a specialised/independent consultant. The intent however, is that your recruited group represents your wider community (e.g. age, gender, ethnicity and cultural background, suburb) and are people whom others can relate to and ultimately trust as they will be recommending decisions on behalf of your wider community.

Recruitment is often undertaken in two stages; first as a general expression of interest and second in a random selection to fulfil a diversity criteria/quota.

It is important to be transparent in how you recruit and select your participants. This will significantly increase trust in the overall process and foster broader acceptance of the final outcomes/recommendations made.

You should consider utilising your organisations existing channels of communication and marketing tools to promote widely the opportunity to get involved. A key recruitment strategy should also include your existing EngagementHQ database, as a more personalised invitation is likely to increase the number of expressions of interests received.



### Help shape the future on our community panel

20 Jul 2020 [f](#) [t](#) [in](#) [✉](#)

**July 2020**

Barwon Water is inviting people from across the region to help shape the future by joining the Water for our Future "Online" Community Panel.

From 20 July, invitations will arrive at 15,000 randomly-selected households, encouraging people to express their interest.

The panel will be made up of a diverse mix of 60 community members who will help influence our 50-year water strategy.

With less rain and a hotter climate, it's time to think differently about water and where it comes from.

The panel will explore the challenge of providing water to the region in a changing climate, and will develop a vision for our water future and recommendations for Barwon Water to consider in our strategy.

*Barwon Water, Community Panel*



**Purpose:** To recruit a representative group of your community to participate in an online deliberative process (Digital Deliberative Panel)

**How to design, promote and recruit:**

- Implement a widespread marketing and communication plan to promote the deliberative project, to obtain a large number of expressions of interests. This is likely to include both digital and traditional marketing strategies.
- Create a public project page where people can find out about the project and provide their details as part of the expression of interest. This page is likely to include:
  - Information about the deliberative panel and overall process.
  - Specific information about the role of panel members and the commitment required.
  - Information about the recruitment process (two-staged) and key timeframes for nomination and selection.
  - Activate the *Survey* tool and rename it *EOI form*. Keep the Expression of Interest (EOI) form succinct and consider including demographic questions that will help fulfil diversity criteria/ quota for the final panel.
  - Activate the *Newsfeed* tool to report back the selected panel members and outline other ways unsuccessful nominees and the general public can stay informed and involved (e.g. link to general public project page).
  - *Who's Listening* widget and key contact information for the host/facilitator
- Using third party software undertake a randomised process to select your digital deliberative panel participants, from the EOI's you have received.
- Bulk upload all panel participants into EngagementHQ, and use the participant tag function to create a group within your PRM. Provide access to the relevant protected projects you have established for panel members only.
- Email all people who provided an EOI, letting them know they were unsuccessful and how they can stay informed or participate in other ways.

**Your recruited group represents your wider community (e.g. age, gender, ethnicity and cultural background, suburb) and are people whom others can relate to and ultimately trust.**



## Setting the scene

### **What is the challenge and how will we work together to facilitate effective dialogue and deliberation.**

Introductions, setting the scene and outlining the process is an obvious place to start your digital deliberative process. It is imperative that your deliberative panel understand the challenge ahead and to what level will their recommendations be considered or adopted.

This can be achieved by setting up a protected project for your deliberative panel members, including some 'get to know you' activities and relevant background reading/relevant documents so everyone is clear on the challenge, their roles and how they will work as a collective.

Because deliberative processes are often used on complex or wicked problems, they can polarise individuals or highlight differences in personal values or attitudes. Therefore, it is important to establish early, ground rules and accepted behaviours on how the panel will work together. Helping your group to form quickly and to appreciate different views is a good strategy to avoid potential conflict, arguments or unhelpful behaviours.

**Purpose:** Facilitate activities that help panel members get to know each other, build empathy, respect and functional relationships. Ensure panel members understand the challenge and how they will work together.

### **How to build and facilitate:**

- Create a protected project and include some welcoming messaging about working together as a deliberative panel and appreciating differing views and perspectives. The project might include:
  - An embedded video from the host/facilitator/mayor outlining the challenge and a broad welcome message to panel members.
  - Some get to know you activities using the EngagementHQ tools. (eg *Places*, *Stories* or *Ideas* tool where members share photos and can personally introduce themselves, or perhaps a *Discussion Forum* where they can chat and interact with each other, or even a series of *Quick Polls* to understand current/different attitudes or values).
  - Terms of Reference and guidelines of how the deliberative panel will operate as a collective and how they will make decisions. (This could also be developed online in collaboration with your panel members using the *Ideas* tool, *Discussion Forum* or *Quick Poll*).
  - *Questions* tool, where participants can ask questions to the host regarding the challenge and working as a panel.
  - *Who's Listening* widget with contact details of the host.
  - *FAQ* widget - providing information about anticipated questions about the challenge and how the panel members will work together.
- You may consider incorporating other digital tools (e.g. Zoom) if you want people to connect in a more social and visual way.



## Exploring Data and Information Gathering

**Take a deep-dive to explore and interrogate all relevant information, data and evidence.**

It's now time to really get started. But before you can narrow down to solutions and agreed recommendations, you will first need to take a deeper dive to interrogate and understand all relevant data, hear different perspectives and understand all potential impacts. This stage is all about listening to understand, challenging assumptions and exploring data and relevant information.

To help ensure there is no perceived bias towards the information provided to panel members (by the host), panel members should be empowered to request additional data, information and also to hear from alternative experts they identify.

**Purpose:** Explore and interrogate relevant information, data and evidence to help panel members understand the challenge and give a broader context, including that from a variety of sources and perspectives.

### How to build and facilitate:

- Create a protected project and use this as a central location for all your evidence, background documents and relevant information for your panel members. Your project may include:
  - A strong call to action for members to read key materials, documents, data and background information.
  - *Document Library* and access to all reports, data, evidence or any other relevant information.
  - Hyperlinks to other relevant websites or key information.
  - *Videos* - video evidence or videos from key experts or stakeholders.
  - *Questions* tool can be used to ask questions of any materials (which the host/facilitator seeks and posts a response) or even in a live Q&A format, with an identified expert at a given date/time.
  - The *Ideas* tool, where members can suggest and vote for additional information or to hear from alternative experts or witnesses.
  - *Guestbook* could be used to leave a general comment for others to see.
  - *Konvio* could be used to allow panel members to add visible comments on key documents and respond to each others ideas and views.

### Which expert witness would you like to hear from next

- Simon Burges - Manager Transport DPTI - expert in cycling infrastructure
- Kate Watniz - Chairperson - Cycling SA representative
- Clare Mohair - Director of Transport, City Services - Local Council

[View Results](#)

SUBMIT



## Dialogue and Deliberation

**Panel members reflect, discuss and deliberate on the evidence and information provided. They explore different perspectives, values and impacts and begin working towards a solution or a series of recommendations.**

Once panel members have access to all relevant resources and information they will naturally begin to review, interrogate and analyse this information.

The dialogue and deliberation stage is all about careful consideration, sharing different thoughts, ideas, key takeaways and concerns with each other. Having a broad and representative group of panel members will enrich your deliberation process as they become exposed to a variety of values, perspectives and interpretations.

A number of [EngagementHQ tools](#) are likely to be used in this stage so that the panel members can engage, interact and deliberate with each other. Your host/facilitator will be working hard to ensure that all voices are heard, conversations are respectful and a sound process is followed as panel members begin to discuss potential solutions and draft recommendations.

**Purpose:** To provide adequate time for panel members to discuss and deliberate the challenge, evidence and potential solutions.

### How to build and facilitate:

- Create a protected project and use this as a central location for panel members to discuss and deliberate on the challenge. This project may include:
  - A call to action to get involved in the deliberations, offering a variety of EngagementHQ tools to use.
  - The *Ideas* tool could be used to brainstorm potential recommendations, which are then discussed using the Forum feature and then voted as a priority by panel members.
  - Multiple *Discussion Forums* where members can interact with each other.
  - Forum topics may relate to an individual potential solution, or a draft recommendation or even a contentious issue that needs more attention.
  - Consider empowering all panel members to create their own forum topic and host a conversation.
  - The *Questions* tool can be activated and used for panel members to interact and converse with the host/facilitator.
  - Use EngagementHQ's [text and sentiment analysis reporting](#) tools to understand more clearly how your panel members are tracking.
  - You may also choose to use or incorporate other digital tools (e.g. Zoom) if you want people to connect and engage in a more social and visual way.



## Consensus and Recommendations

### **Refine possible solutions and agree on final recommendations for implementation.**

Your digital deliberation is concluding and at this stage the panel needs to work towards its final recommendations or a preferred solution. This means considering impacts from differing perspectives and affected stakeholders, refining the recommendations and gaining consensus to those solutions that best meet the needs of your entire community.

This stage is all about trade-offs, equality, and trying to find the best possible solution. Seeking recommendations for the greater good, rather than meeting individual needs.

**Purpose:** To refine and gain agreement on the final recommendations provided by the panel.

### **How to build, facilitate and report final outcomes:**

- Create a protected project and use this as a central location for panel members to develop and present their draft recommendations. This project may include:
  - Description letting panel members know this is the final stage and how to vote or provide feedback to finalise the report and/or recommendations.
  - The *Survey* tool could be used to assess overall sentiment about the draft recommendations - enabling the host/facilitator to then unpack those that are more contentious or where there is clear disagreement.
  - *Konvio* could be used to allow panel members to add visible comments on key documents or the final report.
  - The *Quick Poll* tool could be used to vote on finalising each recommendation.
  - The *Document Library* should contain a copy of the final report from the panel.
  - The *Newsfeed* tool is kept updated and provides information on the final outcome/recommendations.
- The host/facilitator should be an active contributor to this project by facilitating the panel to agree on a final report/recommendation.
- The *Forum* tool could be used to discuss and decide how the recommendations/report will be presented to the host organisation.
- A marketing strategy should be implemented, to report back final outcomes to all stakeholders, the general community and all other participants to help close the loop and present their findings more widely. This would include emails sent via EngagementHQ to your aware, informed or engaged registered participants.



## Evaluation

**Seek feedback from all those involved about the process, and utilise the lessons learned for future digital deliberations.**

Your digital deliberation has now concluded, and you have a unique opportunity to seek feedback from participants and assess how well your process was run and how satisfied your panel members were.

You might consider seeking feedback on the overall process, levels of satisfaction, areas for improvement or exploring what worked well. You may also seek feedback and evaluation from key stakeholders, internal staff and the general community about how much they 'trust' the process and final recommendations presented by the digital deliberative panel.

Your evaluation is likely to focus on panel members and their experience, as to assist in the design and delivery of future deliberative projects.

**Purpose:** To evaluate the success of the digital deliberative project.

### **How to design, build and facilitate:**

- Consider adding a *Survey* or *Guestbook* on the public project page where members of the broader community can provide feedback and comments about the process and final outcome.
- Consider inviting key stakeholders to provide feedback about their involvement and the final outcome, the *Survey*, *Guestbook* or *Forum* tools would work well.
- Create a protected project and use this as the location for panel members to provide feedback and comments. This project may include:
  - One or more *Survey* tool asking a series of questions.
  - The *Guestbook* tool, where general feedback and comments can be made.
  - The *Quick Poll* tool seeking feedback on key questions to the panel.
- Although your project is finished you need to consider how you will report back the evaluation and any insights gained, and how they can be used to improve future digital deliberative processes.

We just want to say a big thanks for your involvement in the digital Citizens Jury.

We would also love to hear your feedback about the engagement process - please leave us a comment below.

Well organised and helpful. What's more important, we need to find the solutions to all these problems as soon as possible, taken into consideration the devastating events of just less than six months of this year alone.

I really liked the "brain storm" approach taken to listen to the community for future developments in making our water supply system resilient and reliable in the future.  
We can definitely not take the water as granted.

# Quick Guide for Digital Deliberative Engagement

Steps/Stages	Design, build and suggested EngagementHQ tools
<b>Design and Build your Digital Space</b>	<ul style="list-style-type: none"> <li>• Create a new section on your homepage</li> <li>• Create a Hub</li> <li>• Use both public and protected projects</li> <li>• Newsfeed - for regular updates</li> <li>• <b>Questions</b> - ask a question</li> <li>• Newsfeed - provide project updates</li> </ul>
<b>Define the Challenge</b>	<ul style="list-style-type: none"> <li>• Protected project - key stakeholders</li> <li>• <b>Ideas, Forums, Guestbook</b> and <b>Quick Poll</b> - to refine and agree on a final challenge statement</li> <li>• <b>Questions</b> - ask a question</li> </ul>
<b>Recruit Participants</b>	<ul style="list-style-type: none"> <li>• Implement a widespread marketing and communication strategy</li> <li>• <b>Survey</b> - Expression of Interest (EOI)</li> <li>• Newsfeed - update final representative group members</li> <li>• <b>PRM</b> - bulk upload members and create a 'group'</li> <li>• Email/Newsletter - all unsuccessful EOI's</li> </ul>
<b>Once your deliberative panel is in place</b>	
<b>Setting the Scene</b>	<ul style="list-style-type: none"> <li>• Utilise <b>PRM database</b> to promote EOI process</li> <li>• <b>Survey</b> - to receive EOI's</li> <li>• Newsfeed and email function - to update on panel member selection</li> <li>• Create 'deliberative panel' group in your <b>PRM</b></li> </ul>
<b>Exploring and Investigation</b>	<ul style="list-style-type: none"> <li>• Protected project - for Panel members only</li> <li>• Document library &amp; folders widget</li> <li>• <b>Questions</b> - ask a topic expert</li> <li>• <b>Questions</b> - ask a general question</li> <li>• <b>Forums</b> - start to unpack issues</li> <li>• <b>Quick Poll</b> to vote for additional guest presenters or experts</li> <li>• <b>Guestbook</b> - to leave a comment for others to read</li> <li>• <b>Konveio</b> - add comments to key documents</li> </ul>

<b>Dialogue and Deliberation</b>	<ul style="list-style-type: none"> <li>• Protected project - for Panel members only</li> <li>• <b>Ideas</b> - brainstorm potential recommendations and voting</li> <li>• <b>Forums</b> - discussions on key areas/topics</li> <li>• <b>Questions</b> - ask a question</li> <li>• <b>EngagementHQ reporting</b> - use sentiment analysis</li> </ul>
<b>Consensus and Recommendations</b>	<ul style="list-style-type: none"> <li>• Protected project - for Panel members only</li> <li>• <b>Survey</b> - assess sentiment of final report / recommendations</li> <li>• <b>Konveio</b> - add comments to draft recommendations</li> <li>• <b>Quick Poll</b> - voting final recommendations</li> <li>• <b>Forums</b> - to finalise report</li> <li>• Newsfeed - provide project updates</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• <b>Survey</b> - structured feedback questions</li> <li>• <b>Guestbook</b> - leave general feedback/ comments</li> <li>• <b>Quick Poll</b> - series of evaluation questions</li> <li>• <b>Reporting</b> - analyse data</li> </ul>





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