STAKEHOLDER ENGAGEMENT PLAN

Background

This project proposes that the State of Outdoorsville build an OpenAPI Framework that will allow Outdoorsville residents to more easily show their proof of vaccination through smartphone apps, their state-issued IDs, websites, and more. This document serves as a stakeholder engagement plan for Outdoorsville Digital Services to educate the public and other city agencies on the new OpenAPI's capabilities and encourage its adoption. Outdsoorville officials should use this document to identify stakeholders, divide outreach responsibilities, and create targeted materials.

1: Press Engagement

Owner	Engagement Objective	Type of Engagement	Channel / Forum	Key Messages	Link to Draft Materials
Governor's Office of IT	The Governor's Office of IT should announce new features and functionalities of the OpenAPI system to all residents of Outdoorsville	Press release, press conferences, interviews	Media and newswire distribution	Residents of Outdoorsville will now be able to access their vaccine credentials more easily. This is part of Outdoorsville's ongoing efforts to make access to information and services easier for all residents. This is also a low-cost program that leverages past investments the State has made with technology and data.	Draft Press Release

Target Stakeholders

Citizens	Other Outdoorsville Agency CIOs and Leaders	County Leaders	Third Party NGOs and Developers
X	X	X	X

Lead Point Person(s)	Reviewer(s)	Approver	Sender(s)	Status
[Fill in]	[Fill in]	[Fill in]	[Fill in]	[Fill in]

2: Printed Materials

Owner	Engagement Objective	Type of Engagement	Channel / Forum	Key Messages	Link to Draft Materials
Governor's Office of IT	Printed collateral materials (such as one page postcards and flyers). Electronic versions of printed materials should also be made available	Printed collateral materials (such as one page postcards and flyers). Electronic versions of printed materials should also be made available	Printed materials placed in high-traffic, public locations at State and county offices, libraries, and other public locations	Residents of Outdoorsville will now be able to access their vaccine credentials more easily. This is part of Outdoorsville's ongoing efforts to make access to information and services easier for all residents. This is also a low-cost program that leverages past investments the State has made with technology and data.	[To be developed]

Target Stakeholders

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X	X	X	X

Lead Point Person(s)	Reviewer(s)	Approver	Sender(s)	Status
[Fill in]	[Fill in]	[Fill in]	[Fill in]	[Fill in]

3: Talking Points - Local & State Government

Owner	Engagement Objective	Type of Engagement	Channel / Forum	Key Messages	Link to Draft Materials
Governor's Office of IT & Outdoorsville Digital Service (ODS)	The Governor's Office of IT and the ODS should engage with other state and county leaders to make them aware of the new OpenAPI system. The Office of IT and ODS should also coordinate a set of asks for these leaders to encourage system adoption.	Talking points that can be integrated into written and verbal communications.	Emails, large group meetings, 1:1 meetings	Residents of Outdoorsville will now be able to access their vaccine credentials more easily. This is part of Outdoorsville's ongoing efforts to make access to information and services easier for all residents. This is also a low-cost program that leverages past investments in technology and data.	[To be developed]

Target Stakeholders

Citizens	Other Outdoorsville Agency CIOs and Leaders	County Leaders	Third Party NGOs and Developers
	X	X	

Lead Point Person(s)	Reviewer(s)	Approver	Sender(s)	Status
[Fill in]	[Fill in]	[Fill in]	[Fill in]	[Fill in]

4: Workshops

Owner	Engagement Objective	Type of Engagement	Channel / Forum	Key Messages	Link to Draft Materials
Governor's Office of IT & Outdoorsville Digital Service (ODS)	The Governor's Office of IT and the ODS should engage with other state and county leaders to make them aware of the new OpenAPI system. The Office of IT and ODS should also coordinate a set of asks for these leaders to encourage system adoption.	Workshops with select departments at state-level. This includes workshops with departments responsivle for public safety, public health, human services, and revenue	Meeting(s)	The Governor's Office of IT and ODS should review any changes that will occur as a result of the OpenAPI system with agency leaders and CIOs. They should also review any action plans to encourage adoption of the OpenAPI system	[To be developed]

Target Stakeholders

Citizens	Other Outdoorsville Agency CIOs and Leaders	County Leaders	Third Party NGOs and Developers
	X	X	

Lead Point Person(s)	Reviewer(s)	Approver	Sender(s)	Status
[Fill in]	[Fill in]	[Fill in]	[Fill in]	[Fill in]

5: Talking Points - NGOs and Grassroots

Owner	Engagement Objective	Type of Engagement	Channel / Forum	Key Messages	Link to Draft Materials
Governor's Office of IT & Outdoorsville Digital Service (ODS)	The Governor's Office of IT and ODS should engage with grassroots organizations and NGOs to support vulnerable residents who may be interested in using the new OpenAPI system	Talking points that can be integrated into written and verbal communications	Emails, large group meetings, 1:1 meetings, trainings, toolkits	The Governor's Office of IT and ODS should provide an overview of the OpenAPI system, and train NGOs on how this system works. They should go over ways in which grassroots organizations and NGOs can reach out to vulnerable citizens on using this OpenAPI system.	[To be developed]

Target Stakeholders

Citizens	Other Outdoorsville Agency CIOs and Leaders	County Leaders	Third Party NGOs and Developers
		X	X

Lead Point Person(s)	Reviewer(s)	Approver	Sender(s)	Status
[Fill in]	[Fill in]	[Fill in]	[Fill in]	[Fill in]