



Member Engagement Pyramid Activity

Action Step: Discuss Roles and Responsibilities

Overview

Ensure consistent and ongoing recruitment and engagement of members. This resource introduces members to the Theory of Engagement and depicts multiple levels of engagement through the Member Engagement Pyramid. Use it to assess where your current membership stands, identify gaps in engagement levels, and determine actionable steps to reduce membership gaps.

Purpose

Present the “Theory of Engagement” to the public health and safety team to increase their understanding of what it means to be a team member.

When to Use This Resource

Use this resource to gain a better understanding of the Theory of Engagement so members can see the big picture of their team’s membership but also understand their own place within the team.

Activity Details



Who to Involve

This is a judgement call that should be made by the public health and safety leadership team:

- ✓ Public health and safety leadership team, at a minimum
- ✓ Subcommittee/working group chairs
- ✓ Critical agency/community partners
- ✓ Members who have a reasonable, working knowledge of the work of the public health and safety partnership, its goals, and needs



Time Needed to Complete

This activity will take 60–180 minutes to complete, depending on several factors:

- The number of names included in the analysis
- If the group decides to complete the activity with a whole public health and safety partnership or in a smaller committee format
- If the partnership decides to complete step 3 or stop at step 2

It is recommended to break into two sessions, completing steps 1 and 2 in the first session and step 3 in the second session

Session	Time	Slides	Agenda Item	Point Person
Session 1	5 min	4–5	Welcome, Agenda, Purpose, Objectives	Facilitator
	15 min	6–8	Why is Member Engagement Important? Theory of Engagement Presentation	Facilitator
	20 min	9–10	Activity – Step #1: Rank Our Membership	Facilitator/Participants
	20 min	11	Activity – Step #2: Analyze Our Membership	Facilitator/Participants
Session 2	60–90 min	12–19	Activity – Step #3: New Member Outreach Plan Outreach Strategies	Facilitator/Participants



Format & Filetype

PowerPoint



Resources/Materials Needed

- ✓ Meeting space (virtual or in-person)
- ✓ Tools for collaboration:
 - Virtual: JamBoard or similar virtual “sticky” platform
 - In-person: flip charts, sticky notes, markers
- ✓ Committee rosters, attendee lists, event attendance rosters
- ✓ Public health and safety members or smaller committee



Companion Resources:

→ [Partners Tracking Tool](#)



What's Included

- ✓ Detailed instructions
- ✓ Completed examples
- ✓ Facilitator notes

Not Included

- ✗ Next steps