Using a Community Engagement Strategy to Improve the Bottom Line

Why is it important to get community engagement right? The answer goes far beyond any brand benefits derived from being perceived as socially responsible. It signals to the community that your company is dedicated to making your city better. That goes a long way in terms of keeping your employees engaged, attracting new talent, and even energizing local business development efforts.

What is community engagement?

- Community engagement is the act of supporting local efforts and organizations to achieve long-term success outcomes across a wide range of important causes
- It is the strategic process by which we collaborate with others to address issues facing our communities
- Community engagement can take many forms, including leadership, programming, volunteering, and financial support

Who could benefit from a well-crafted community engagement strategy?

- Organizations that are setting up in a new city and need to quickly make inroads into the community
- Companies that have grown to the point where leadership and employees are ready to become part of the fabric of the local community
- Organizations fighting for the next generation of talent who are motivated by social responsibility of their employers
- Organizations that conduct community engagement efforts, but do not effectively measure and track impact and potential commercial gains

How strategic community engagement drives business success

Community Engagement Strategy supports the causes and issues that align with corporate values and employee interest. The strategy fosters executive relationships that generate business success, as well.

Are you new to town? How many key community and business leaders does your organization know? Board membership and other leadership roles offer significant exposure to potential clients that can be a key driver to securing new business.

The most evident benefit is the positive impact that is driven through Community Engagement Strategy efforts. Bringing about positive change in the community tells the story of what your company stands for.

When companies engage in the community, their employees’ engagement and sense of belonging increase by up to 71% and they feel healthier and happier, resulting in reduced sick time and increased productivity (2017 United Healthcare Volunteer Study).

University engagement not only strengthens talent pipelines, but also provides meaningful opportunities to partner on research, enter into joint ventures, and other high impact engagements that can create new products, markets, or business opportunities.

When community engagement is employed strategically, companies can engage with organizations and BD targets that can attract other parts of the business to the community.
HOW JABIAN ASSESSES AND DEVELOPS STRATEGIC COMMUNITY ENGAGEMENT

Jabian’s Strategic Community Engagement methodology is shown below. As leaders in the local community, we bring our local experience to partner with our clients and build a customized strategy that aligns to their social impact and business aspirations.

01. DEFINE
Identify the primary goals for both your company and the community

02. PRIORITIZE
Leverage local community organizations and board members in your city to amplify engagement opportunities

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Scoring Scale</th>
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<tbody>
<tr>
<td>Corporate Talent &amp; Culture</td>
<td>Talent pipeline only</td>
</tr>
<tr>
<td>University Relations</td>
<td>Student impact only</td>
</tr>
<tr>
<td>Local Growth</td>
<td>Virtual cross-client collaboration only</td>
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<tr>
<td>Social Impact</td>
<td>Supports community, fosters employee engagement opportunities</td>
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<tr>
<td>Business Development</td>
<td>United 3D prospects, uncertain timing</td>
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03. ENGAGE
Understand where your current relationships exist and plan your next move

04. TRACK
Track and communicate impact within your company and the broader community with interactive dashboards

BUSINESS OUTCOMES

Employees that feel connected to the community and are proud to work for and represent their company.

A clearly articulated strategy on how and where to engage with the community that aligns with the company’s priorities, employee interests, and commercial aspirations.

A competitive advantage that attracts and retains the next generation of talent.

Our methodologies and tools enable us to partner with clients to assess needs and prioritize capability improvements. If you are interested in learning more, contact us at insights@jabian.com.