

MET Preliminary 2016-2017 Work Plan 16.7.22

The mission of the GACSA Member Engagement Team (MET) is to design and oversee the implementation of strategies and plans to ensure robust member engagement and active participation in the work and mission of the Global Alliance for Climate Smart Agriculture. The MET facilitates operational and strategic support (information, tools, guidelines, etc...) to the Facilitation Unit (FU) and GACSA membership to attract and sustain high membership levels and active participation in GACSA activities

Challenge	Output	Actions	Timeline	Lead
Objective 1: Spotlight and highlight accomplishments of GACSA members				
Create and sustain interest in csa work across the globe; demonstrate value add of GACSA	Develop member profile pages for the GACSA web site	1.1 Capture “bare bone” information: <ul style="list-style-type: none"> ▪ Contacts ▪ Links ▪ Logo ▪ Mission statement 	Q1 2017	FU (Kyle)
	Searchable database on GACSA members	1.2 Create a platform to support a searchable database on GACSA members Add content by getting 80% of members to complete MET survey	Q1 2017	FU
	Member section for GACSA	1.3 Determine content	Q3 2016	MET
		1.4 Design the site	Q4	FU/Communications Team

Challenge	Output	Actions	Timeline	Lead
	Feature GACSA members	1.5 Highlight one “member in action” per week on the GACSA home page; use feature to entice members to share work and accomplishments	Q3 2016	Will require close collaboration with communications team: <ul style="list-style-type: none"> - MET selects candidates - FU develops post
Objective 2: Forge partnerships and facilitate dialogue and learning				
Members and interested stakeholders often operate in silos and could benefit by learning from others about their efforts to adopt csa practices.	Member-to-member learning (passive and active mechanisms)	2.1 Complete and publish an in-depth analysis of what GACSA is/who we are <ul style="list-style-type: none"> - Makeup - Location - Areas of focus - Goals 	Q2 2017	FU (Achuo)
		2.2 Produce monthly GACSA member eNewsletter	Q4 2016	FU/MET
		2.3 Schedule monthly webinars featuring member work and accomplishments	Q4 2016	MET/FU
	Dialogue with external stakeholders	2.4 Participate in select UN and other global climate/agriculture convenings where dialogue around csa goals, objectives and strategies would enhance inter-partner communication, collaboration and cooperation.	Ongoing	Co-Chairs, SC members, MET
Objective 3: Assess need for new members				

Challenge	Output	Actions	Timeline	Lead
GACSA is composed of country members, farmer and civil society organizations, academic and agribusiness entities and others. Currently a number of these membership categories are underrepresented in GACSA.	Identify underrepresented communities/ stakeholders	3.1 identify those which are developing and have not adopted CSA;	Q3 2016	MET
		3.2 develop recommendations for 3.3 3.3 consideration of the SC; invite and mobilize them to join our efforts	Q4 2016 Q4 2016	MET SC and/or MET
	“New/prospective member tool box/ welcome kit	3.4 Determine contents 3.5 Develop and assemble component parts	Q3 2016 Q4 2016	MET FU/MET