Prioritization/Brainstorming Resources

IN PERSON OPTIONS:

- Consider established groups that may already be meeting that you could join in with to ask a few questions. Ask for time on their meeting agenda.

- Hold a gallery walk.
  - Put large post it notes/sheets of paper with the question you need answered written at the top. Provide clean markers or pens for participants to write their answers to the posed questions.
  - To vote in a gallery walk format, have the ideas already written out and ask people to mark their preferences with a marker/sticker/etc. Count the stickers to see which ideas got the most votes.

- Use nominal group technique. This works best when a smaller number of ideas need to be prioritized. Consider another tool if you are working with more than 15 -20 ideas.
  - As a group, make a list of issues to be prioritized. As the group makes the list, be sure to clarify any statements where the meaning is unclear.
  - If you have a group not as willing to brainstorm out loud, ask individuals to do silent brainstorming and then have everyone take turns sharing their ideas with the group. If ideas are duplicative, they do not need to be written on the list more than once. Seek consensus from the group that the ideas are truly duplicative before moving on.
  - Once all ideas have been identified assign each idea a letter. For example,
    - A. Mental Health Access
    - B. Diabetes Education
    - C. Safe bike routes
    - D. Access to fresh fruits and vegetables
  - Participants should then rank individually each statement in order of importance. The highest number of points should go to the most important statement. For the example above, the individual would rate their top priority a 4. Second priority a 3. Third priority a 2. Fourth priority a 1.
  - The group leader then records each individual ranking and finds a total for each statement on the list. The item with the highest score is the group's top priority.

VIRTUAL OPTIONS:

- Use a conference call or webinar format to pull people together to brainstorm. Use a camera whenever possible so people can see you. Use Powerpoint, Trello, or Idea Boardz to record brainstorming ideas.
  - If on a conference call, be sure to send out the ideas after the call so that participants can comment on collected feedback. To do that, you'll need to gather contact information from participants.
  - If on a webinar, people can use the chat function as well as speak. The chat function is useful for participants who are hesitant to speak out in groups.

- Use a survey tool to gather feedback. Include both close-ended and open-ended questions in your survey. Survey Monkey has a *free* tool you can use for up to 40 respondents. You can ask unlimited questions in your survey. Once you have the responses you can send out the results in a separate survey to be prioritized.

- Use Idea Boardz (*free* resource) for voting as well as brainstorming. For voting, add the post it notes you want people to vote on, and provide people with the link to the board along with directions for voting. For brainstorming, ask participants to put their ideas on virtual post it notes within the program.

- As part of a focus group, use word clouds to gather responses/themes. You can do this using Poll Everywhere. This program is *free* for an audience size up to 25. Get instant responses by sharing the link with participants. You can also pose questions over this format with predetermined or open answers.

Additional Community and Stakeholder Engagement Tools for priority setting (Minnesota Department of Health)..