

# Stakeholder Mapping

## OBJECTIVE(S):

- Identify those stakeholders who are most critical in your district to the assessment inventory process.
- Determine the current level of support and criticality of support for each stakeholder.

## INSTRUCTIONS:

- Brainstorm the stakeholders who will be involved in the inventory process. Be sure to consider those at the district, school, and classroom levels, as well as external stakeholders.
- Using the 2 x 2 matrix template, place the key stakeholders on the template according to their current levels of support and the importance of their engagement.

- Reflect on which stakeholder groups fall into which categories (champions, allies, opponents), according to the matrix.

## EXERCISE NOTES:

- Strive to use the full spectrum provided by the matrix to indicate which stakeholders are higher or lower than others.
- Try to avoid placing stakeholders “on the line” and instead make a judgment as to whether those stakeholders are slightly more on the high or low side.
- Focus on developing strategies for increasing the group of champions (moving allies to champions) and having a crisis management strategy for dealing with opponents.

<b>Importance of Support</b>	<b>High</b>		
	<b>Low</b>		
		<b>Low</b>	<b>High</b>
		<b>Current Level of Support</b>	