

Directions for the Mapping Process

Step 1: Topic/Issue Identification

Using the framework on the inside pages, write the project or specific issue in the center circle.

Step 2: Identify Local Individuals

Key question: "Who will be impacted in some way by this issue/project?"

Ask the group to identify specific people who have an interest or investment in the issue or project listed. They may benefit from the project, or be negatively impacted. Write the specific names in the ring around the issue. Be as specific as possible when identifying people (specific people as opposed to "homeowners" for example). If large groups of people are impacted, identify a specific representative of that population (the director of the homeowners' association, for example).

Step 3: Map Local Businesses, Organizations or Groups

Key question: "What local businesses, organizations, or groups have an interest or investment in this issue/project?"

Ask the group to identify local *organizations or groups* that might have an interest or investment in the project/issue listed. Write these organizations in the ring circling the individuals.

Step 4: Map Agencies and Institutions

Key question: "What state, or federal agencies or institutions may have helpful resources or information on this topic?"

If the issue or project is large in scope, there may be public resources dedicated to the cause. Ask the group to identify *state or federal agencies or institutions* that might have resources or information on the issue/project listed. Identify key decision-making institutions or associations related to the issue. Write these names in the ring around the groups and organizations.

Step 5: Map Individuals Associated with the Institutions

Key question: "What direct connections with these organizations from our group? From others we know?"

Ask the group if they know anyone associated with each of those institutions (members, employees, or otherwise affiliated). List the names next to the institution. If there are institutions or organizations that do not have a direct connection with your group, ask members if they know anyone who knows someone connected to the organization. List those names near the organization.

This step will help identify direct ways to access the individuals in institutions that might bring resources or information to the effort by tapping into existing relationships between people. At this step, note any group members' relationships with the people listed.

Step 6: Target Priority Relationships

Analyze the relationships and connections. Ask the group to identify stakeholders with the highest interest or investment in the topic. Ask the group to identify stakeholders who have important resources or information critical to the project. Circle those you wish to engage in the project.

Step 7: Make a Plan

Seek to find connections to each person, group, organization, and agency that is impacted or has resources related to the project. If no direct connection is available, seek volunteers to make the connection with the stakeholder or resource entity. Consider all avenues to make the contact. Who would be the most influential connection? Would multiple contacts be desirable? Create a plan that includes who will contact these key individuals or organizations. Set a specific time to report back to the team.

Mapping Local Networks to Reach Stakeholders and Mobilize Resources

Dan Kahl, Assistant Professor.

Stakeholder mapping is a process of aligning projects or ideas with the people that will be most impacted by it. Connecting to people who could be negatively impacted by the project or issue allows early consideration to change plans with unanticipated consequences or that are not publicly supported. By aligning people or groups that benefit from the effort, the initiative gains resource connections and broader involvement.

A stakeholder is anyone who has an interest or "stake" in the outcome of an issue or project.

Their interest in the topic may result in either a gain or a loss that will be determined by the actions taken. This document is designed to be a tool for use when identifying those impacted by an issue or project. This mapping process is designed to move a group from the identification of the topic and stakeholders to identifying the needed resources or information needed to move forward.

Strengths

- + allows full group participation.
- + opens doors for involvement of others in the community
- +connects brainstorming to direct action
- +engages a team in the process of planning and action

Creating a stakeholder and resource map is designed to guide a facilitated discussion and visual recording of a brainstorming activity to identify stakeholders and resources related to an initiative.

It can be used early in a planning process with a steering committee, board, or planning team. The process is a quick way of assessing community interest in an issue or project and to assess resources or information that may be useful to the project.

It can be used to identify potential members of a planning team, or to identify important audiences to engage in the project development.

Using this Publication

Work with your planning team to follow the process steps on the back of this publication, to create your stakeholder and resource map.

Steps 1-4 involve brainstorming to identify people and entities that have an interest in the project or resources and information to assist you. With each type of stakeholder, change the color of pencil/marker to help distinguish the map.

Steps 5 and 6 focus on making the personal connections to the identified individuals or organizations.

Step 7 is a planning step. Establish the purpose of the connections. Ask group members to volunteer to make the connections. Invite stakeholders to your next meeting or determine how they will receive communication and updates. Connect with resources institutions. Explain your project and ask for information or resources that may be helpful. Establish when and how team members will report back to the group. Write the names of your group members on the map that will be following up with each stakeholder.

Shortcomings

- Is only as effective as the group's knowledge
- Should not be considered comprehensive. New stakeholders and relevant information will emerge as the situation changes.

Stakeholder and Resource Map

