COMMUNITY MAPPING: Exploring Your Community - Discovering Stakeholders

ASK

What or who is a stakeholder? Why is it important to identify stakeholders?

INVESTIGATE

As you decide about the topic of your map and what locations, resources, or needs you will highlight, think about who can or will be affected by your topic. Think about individuals or groups who may help provide data for your map and those who may have an interest in the information communicated by your finished map. These people are your stakeholders. For example, if your map highlights historical sights within your community, you may ask the local historical society to provide information for your map. The historical society would be considered a stakeholder. You may also contact the Chamber of Commerce to determine how your map will encourage visitors to your community. The Chamber of Commerce would also be considered a stakeholder. Businesses that can profit from increased visitors to the community are also stakeholders. A stakeholder is anyone who will be affected by your mapping project. This includes those who may be supportive and those who may be opposed to your topic. It is helpful to know who your stakeholders are and to determine which ones may be supportive or non-supportive.

CREATE

1. Choose the topic of your map. Make a list of what resources, needs, or locations you want to highlight on your map.
2. Think about your stakeholders. Consider how each one may be affected by the topic of your map. Try to determine if the stakeholder will be supportive or non-supportive of your goal.
3. Make a three-column chart of your stakeholders.
   a. In the first column, list your stakeholders.
   b. The second column, determine the stakeholder’s interest in the topic of your map. Why do you consider them a stakeholder? What interest(s) will the stakeholder have in your final map?
   c. The last column, determine the stakeholder’s influence toward your project. Will this stakeholder be a help to you or an obstacle to your goal? Why? Can the stakeholder provide valuable information? If so, what?
4. Evaluate and update your chart as needed. Knowing your stakeholders and identifying their interests and influence, can be especially helpful when you share your map and when you want to use your map to create change in your community.

DISCUSS

• Was it easy or difficult to identify your stakeholders? Explain.
• Why is it important to identify your stakeholders?
REFLECT

- How can knowing your stakeholders impact the effectiveness of your map?
- How can identifying stakeholders help you with other projects?

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