Stakeholder Map

Purposes & Benefits

This tool provides a process for identifying the right stakeholders for a community collaborative group focused on supporting young children and families in your community to thrive.

How To Use This Tool

Sometimes when convening a collaborative group, little or no thought is put into who should be a part of it. This frequently results in a convening of "the usual suspects" and overlooks other important stakeholder groups in the community who may also have a passion for the issues related to young children and their families. This tool helps you consider who to convene for your community organizing collaborative group beyond the typical participants.

Use the stakeholder maps on the following pages to identify:

- Those with a **passion** for community organizing on issues related to young children and their families.

- Those with **position** related to addressing the needs of young children and their families.

There are two phases of stakeholder mapping included on the following pages:

- One helps identify individuals based on community sectors that are commonly focused on issues related to young children and their families in a local community.

- The other helps scan other possible allies and partners that may not yet be involved in child- and family-related issues in the local community.

In the second stakeholder map most of the categories are self-explanatory, but two of the categories, influencers and connectors, may be new to you.

- Influencers are individuals who, due to position or social capital, have the potential to influence others.

- Connectors are the individuals in every community who seem to know everyone and always have a name at the ready when asked to suggest someone who might answer a question, provide assistance, or help in other ways.

Who Should Serve in the Collaborative Group?

It is recommended that both stakeholder maps included in this tool be completed in order to see where the overlap is, especially in terms of those with passion. Everyone identified, regardless of passion or position, can be invited to participate in the collaborative group; however, recognize that those with a position may not necessarily be part of the core collaborative group and that is okay. Rather, they may be called in for certain aspects of the work to be accomplished (i.e., developing the community-organizing strategic plan and/or implementing pieces of the strategic plan once it is developed). Also, those without passion or position do not have to be invited to the table!

Map Community Sectors Stakeholder

Use this stakeholder map to identify community stakeholders by important community sectors that often work to address issues of related to supporting children and families in your community to thrive.

As you identify people, you may want to code individuals with a passion for the issues in one color and note and those with position in another color. When completing this stakeholder map, remember these important points:

- Everyone identified, regardless of passion or position, can be invited to participate in the collaborative group; however, recognize that those with a position may not necessarily be part of the core collaborative group. Rather, they may be called in for certain aspects of the work to be accomplished (i.e., developing the community organizing strategic plan and/or implementing pieces of the strategic plan once it is developed).
- Those without passion or position (i.e., do not show up on this wheel at all) do not have to be invited to the table.
- If there are other important community sectors you need to add, simply list them by sector, subdividing each sector, adding the names of those identified with a passion for the issues and those with a position.

Community Sectors Stakeholder Map

Here are eight common components of community-level early childhood systems:

Use the worksheet on the next pages to map some of the individuals in your community who work within each of these sectors, agencies, and organizations. Focus on the people who are most passionate about and/or positionally related to supporting children and families in your community to thrive.

Note: Some of these components may fit under different topics headings in your community; feel free to edit to make this tool work for you!

Common Community Stakeholder Groups	Name
Health (Physical and Mental)	
• Medicaid	
• Nurse Home Visiting & Special Health Care needs	

• Health Entities
     ○ Federally Qualified Health Centers (FQHC)
     ○ local health department
     ○ community health centers
     ○ pediatric practices	

• Hospitals & Birthing hospitals	
• WIC - The Special Supplemental Nutrition Program for Women, Infants, and Children	
• Supplemental Nutrition Assistance Program (SNAP)	
• Providers of above direct services	
• Recipients of above services	
Family Support (Human Services & Welfare)	
• Housing & Energy assistance	
• Child Welfare Programming	
• Home Visiting	

• Social Services
     ○ counseling
     ○ transitional housing
     ○ food pantries
     ○ neighborhood resource centers
     ○ basic needs services	

• Local Child Care Resource & Referral (R&R)	
• Family Resource Centers	
• Parenting Classes	
• Family Literacy programs	
• Parents and Families who rely on the above services	
Early Care and Education	
• Child Care Licensing	
• Center Based Care	
• Family Child Care/Home Based Care	
• Head Start (HS)	
• Early Head Start (EHS): center-based	
• Informal Child Care	
• School Districts	
• State Funded Preschool	
• Part C IDEA Coordinator/Providers	
• Part B Local Education Agencies	
• Direct care and service providers of above services	

• Parents and Families utilizing early care and education services in above categories	

Municipal Services	
• Transportation	
• Law Enforcement	
• Courts	
• Legal Services	
• Libraries	
Business Entities and Service Organizations	
• Chambers of Commerce	
• Clubs and Fraternal orders (Kiwanis, Masons etc)	
• Exchange clubs, 4H	
Parks & Recreation	
Cultural Institutions & Museums	
Philanthropy	

Secondary Scan: Natural Allies And Possible Partners

This next tool provides additional frameworks to help conduct a secondary scan to identify additional groups and individuals who may be involved in supporting young children and their families in the community. This scan can help

you review the sectors and determine who the most relevant people are and help prioritize those who can help you get to your goals.

Think about including adjacent communities and/or counties that you may be part of or linked with, as well as state agency and departments that influence the work. As you identify people, include those with a passion for the issues and those with position. The common groups are as follows:

Possible allies and partners	People or groups identified
Natural issue advocates Parents, Family Child Care Providers, teachers, child care and school district administrations, etc.)	
People with intersecting or overlapping issues (e.g, pregnancy, business people, etc.)	
Influencers – Think about these people both in terms of what the collaborative group is trying to accomplish but also people who are influential in the broader community in general that could help carry your message.	
Connectors – These are people in the local community who can connect you to important resources, including people, that you might otherwise have difficulty connecting to. Connectors are not necessarily leaders with formal positions in the local community.	
Content Experts – These are people with content expertise you need to successfully achieve the work of the collaborative group, Consider both expertise around topics related to the needs of children and families and other kinds of expertise that can help achieve your goals such as community organizers, media representatives, etc..	
Persons affected/impacted by the issues related to young children and their families.	

When completing this scan, remember these important points:
- Compare the results of this map to the results from the Community Sectors Stakeholder Map, looking for an overlap of persons identified.
- Everyone identified, regardless of passion or position, can be invited to participate in the collaborative group; however, recognize that those with a **position** may not necessarily be part of the core collaborative group and that is okay. Rather, they may be called in for certain aspects of the work to be accomplished (i.e., developing the community organizing strategic plan and/or implementing pieces of the strategic plan once it is developed).