

## Stakeholders Analysis

The purpose of the stakeholder analysis is to map out their stakeholders and to begin to develop a strategy of engaging them.

Ask each participant to identify 10 potential stakeholders and write them down on post-it notes.

Possible stakeholders are those impacted by ESC services, those responsible for making decisions about ESC services, those with decision making authority or oversight of the ESC, those that can be supporters and those that may obstruct the mission/vision of the ESC, and other influential individuals, parties or organizations.

After generating the list of stakeholders, participants are then asked to place them into a matrix based on their relative power or influence and interest.

Stakeholders can be “mapped” into the following categories as outlined in the matrix below (Matrix 1):

- High Influence/Low Interest
- Low Influence/Low Interest
- High Influence/High Interest
- Low Influence/High Interest

After mapping out stakeholders by their relative influence and interest in education issues and, more specifically, ESCs, the stakeholders should be further analyzed into two groups as follows (Matrix 2):

- Grassroots: those best positioned to support ESC positions and serve as a groundswell of support locally
- Grass Tops: those in key leadership and decision making positions able to be champions for driving change and/or support of ESCs and the policy issues of interest to ESCs generally and your ESC more specifically.

**LOW**  
*Interest*  
**HIGH**  
*Influence*

**HIGH**  
*Interest*  
**HIGH**  
*Influence*

**LOW**  
*Interest*  
**LOW**  
*Influence*

**HIGH**  
*Interest*  
**LOW**  
*Influence*

Stakeholder **Matrix 1: SAMPLE**

<p><b>LOW Interest</b> <b>HIGH Influence</b></p> <ul style="list-style-type: none"> <li>• Media</li> <li>• Community Members</li> <li>• Higher Education</li> <li>• Building Administrators</li> <li>• State Government</li> <li>• Politicians</li> </ul>	<p><b>HIGH Interest</b> <b>HIGH Influence</b></p> <ul style="list-style-type: none"> <li>• Business Leaders</li> <li>• Legislators</li> <li>• Ohio Department of Education</li> <li>• State Board Members</li> <li>• ESC Governing Board Members</li> <li>• School District Board Members</li> <li>• School District Superintendents</li> <li>• ESC State Association</li> </ul>
<p><b>LOW Interest</b> <b>LOW Influence</b></p> <ul style="list-style-type: none"> <li>• Students</li> <li>• Lake County Board of DD</li> <li>• District Assigned Support Staff</li> </ul>	<p><b>HIGH Interest</b> <b>LOW Influence</b></p> <ul style="list-style-type: none"> <li>• ESC/SST Staff</li> <li>• Neighboring ESCs</li> <li>• Support Staff</li> <li>• Parents</li> <li>• District Level Teachers</li> <li>• Community Business Owners</li> <li>• Higher Education</li> <li>• Students</li> </ul>

Stakeholder **Matrix 2: SAMPLE**

<p><b>Grassroots</b></p> <ul style="list-style-type: none"> <li>• Students</li> <li>• Parents of Students in Programs</li> <li>• Teachers</li> <li>• Districts</li> <li>• District Administrators</li> <li>• District Superintendents</li> <li>• ESC Staff</li> <li>• Parents of Students in Programs</li> <li>• ESC/SST Staff</li> <li>• ESC/SST Directors</li> </ul>	<p><b>Grass Tops</b></p> <ul style="list-style-type: none"> <li>• School Boards</li> <li>• ESC Boards</li> <li>• Superintendents</li> <li>• Treasurers</li> <li>• ODE</li> <li>• County Businesses</li> <li>• Ohio ESC Association</li> <li>• Higher Education Partners</li> <li>• P-16 Council</li> </ul>
--	--

- \*Students
- \*Parents
- \*Community Members
- \*District Administrators