NJ STATE LIBRARY

An affiliate of Thomas Edison State University

Capital Projects Fund (CPF) Grant
Community Engagement - Stakeholder Mapping

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Purpose:

- Generate the full universe of project stakeholders
- Analyze the best way to engage various entities and groups at designated intervals during the planning phase
- Take a realistic view of the minimum level of coordination needed to implement a well-run, well-managed program
- Build long-term awareness, relationships, and trust

Types of entities / audiences to include in your stakeholder maps (may not be an exhaustive list):

- Service delivery partners
- Municipal and County government contacts
- Main users groups (i.e. Latinx new immigrants, veterans, at-risk teens)
- Other organizations with vested interest and/or relationships with user groups
- Internal staff team
- General public

Sample strategies for engagement:

- **Local advisory group** - Assemble a small team of advocates who come together regularly to help champion the project. They function as a "friends of the project" group.

- **Focus group: Partners and potential partners -** This is a similar flavor to the advisory group, but likely a one time convening. These people are the first trusted circle for building connections with new end users too.

- **Focus groups: End users -** It can be hard work to recruit these groups, but worth it to hear about their lived experience, goals, and barriers to participation. Identify forums where people already gather.
    - The best practice for engaging with end users, particularly new end users, is to identify organizations that have trusted relationships (i.e. non-profits, churches) and enlist their ideas and support to get started.
    - If you have current end users, they are also a valuable resource for reaching out to people in their extended network.

- **Elevator pitches** - Have the project team get comfortable with an elevator pitch for the project, then divide up the people who you want to connect with and build initial buy-in.

- **Pulse questions / just-in-time engagement** - Develop a list of questions that you want feedback on and attend an already scheduled event or place where people gather to collect feedback.

How to use the mapping tool

- The project manager or project team can take an initial pass. The goal is to give everyone a shared understanding of who the players are and the current nature of the relationship
- At any time, the project manager can work with the service delivery partners to refine the map from their perspective.

Step 1: Stakeholder Map

Entity / Audience	Role	Key point(s) of contact	Current relationship and frequency of contact	Desired relationship	Timeline and strategies for engagement
Service Delivery Partners					
Municipal / County Contacts					
Main User Groups					

Other organizations with vested interest and/or relationships with user groups					
Internal Staff Team					
General Public					

How to use the template:
- **Step 2 should be copied and populated for each specific audience/entity.**
- **It serves as a quick reference guide that you can print out for each engagement activity.**

Step 2: Template for Engagement	
Entity/Audience:	
Role	
Key point(s) of contact	
Current Relationship	
Desired Relationship	
Top 5 Questions:	
Notes:	