**Exercise 21: Identify and Map Your Stakeholders**

**Objective(s) for participants:**

Identify those stakeholders who are most critical to successful adoption and implementation.

* Determine the current level of support and criticality of support for each stakeholder.

**Instructions:**

Brainstorm the stakeholders who will need to be involved at all levels of *adoption* of the NGSS. Be sure to consider those at the state, district, school and classroom levels, as well as external stakeholders. Use the list on page 87 of the workbook as a guide.

Using the 2 x 2 matrix template, place each of the key stakeholders on the template according to their current level of support and the criticality of their engagement in NGSS *implementation.*

* Reflect on which stakeholder groups fall into which categories (champions, allies, opponents) according to the matrix.
* Repeat the exercise for stakeholders who will need to be involved in the *implementation* of the NGSS.

**Materials needed:**

Flipchart

* Markers

**Exercise notes:**

Participants should use the full spectrum provided by the matrix to indicate which stakeholders are higher or lower than others.

Urge participants to avoid placing stakeholders “on the line” and to make a judgment as to whether those stakeholders are slightly more on the high or low side.

* Participants should focus on developing strategies for increasing the group of champions (moving allies to champions) and having a crisis management strategy for dealing with opponents.

**Template for Exercise 21**

|  |  |
| --- | --- |
| High  Criticality of support |  |
| Low |  |

Level of support

Low

High