

Stakeholder Mapping Worksheet

Identify who influences awareness, adoption, engagement, and long-term success of your EdTech, AT or Digital Accessibility technology implementation and clarify how to engage them.

Step 1: Identify Key Stakeholder Groups

List everyone on campus who plays a role in the tool's visibility, implementation, support, or usage.

Stakeholder Group	Specific Individuals/Roles	Their Connection to the Tool	Notes
IT/Instructional Design			
Leadership (Provost, VPAA, CIO)			
Academic Support Centers (tutoring, writing, success coaching)			
Digital Accessibility			
Center for Teaching & Learning			
Academic Departments/Deans			
Disability Services			
Students			
Faculty			
Library			
Marketing & Communications			
Other Key Groups			

Step 2: Determine Stakeholder Influence & Impact

Use the grid below to map each stakeholder based on:

- **Influence:** Their ability to affect adoption, visibility, or policy.
- **Impact:** The degree to which the tool affects their daily work or student outcomes.

Influence Impact Matrix

Instructions: Place each stakeholder group (or specific person/role) into the appropriate quadrant.

High Influence/High Impact → Core partners, champions, essential collaborators	High Influence/Low Impact → Strategic influencers, leadership, policy stakeholders
Low Influence/High Impact → Priority user groups; focus on training, support, and awareness	Low Influence/Low Impact → Inform as needed but not central to the plan

Stakeholder Engagement Strategy

Quadrant	Stakeholders	Engagement Strategy
High Influence/High Impact		1:1 meetings, co-planning, regular data reviews
High Influence/Low Impact		Strategic updates, leadership briefs
Low Influence/High Impact		Hands-on training, targeted communication
Low Influence/Low Impact		Broad communication only

Step 3: Identify Engagement Needs

Determine what each stakeholder group needs to be successful.

Stakeholder	What They Need (Info/Training/Data)	Preferred Channels	Key Messages	Owner
IT/Instructional Design				
Leadership				
Academic Support Centers				
Digital Accessibility				
Center for Teaching & Learning				
Academic Departments/ Deans				
Disability Services				
Students				
Faculty				
Library				
Marketing & Communications				
Other Key Groups				

Step 4: Define Champions & Collaboration Opportunities

Identify individuals or groups who can help build momentum.

Champion Candidate	Why Them?	How to Engage / Equip Them	Next Steps

Possible champion categories:

- Early adopter faculty
- Student ambassadors
- DS counselors
- CTL instructional designers
- Department chairs
- Graduate assistants
- High-impact/high-usage programs

Step 5: Map Communication & Support Paths

Clarify who owns what and how communication flows across campus.

Questions to Answer

- Who approves or supports official campus communication?
- How do students first learn about new tools?
- Which offices frequently interact with faculty?
- Who should receive data reports and when?
- Where should "help" and troubleshooting flow?

Step 6: Finalize Your Stakeholder Action Plan

Summarize your top priorities.

Most Critical Stakeholders

- 1.
- 2.
- 3.

Top 3 Engagement Actions

- 1.
- 2.
- 3.

Timeline / Milestones

- Week 1:
- Month 1:
- First 90 Days: