Partnership Building: Stakeholder Mapping

As noted in the ConnectHomeUSA Playbook, collaborating is crucial to the success of your ConnectHomeUSA program. Building successful relationships requires a good understanding of your local partnership landscape. This stakeholder mapping tool will help you visualize current and prospective partners.

The Stakeholder Mapping Template

The **Stakeholder Mapping Template** below provides an example of how stakeholder mapping can be used to identify key partners, their primary areas of focus and any gaps that may exist. The template can be downloaded and edited according to the needs of your community.

Communities may also find it helpful to undertake a collaborative stakeholder mapping exercise with existing partners using this template as a guide. Bringing partners into the mapping exercise will allow for a broader view of the landscape and a more robust list of current and potential partner organizations.
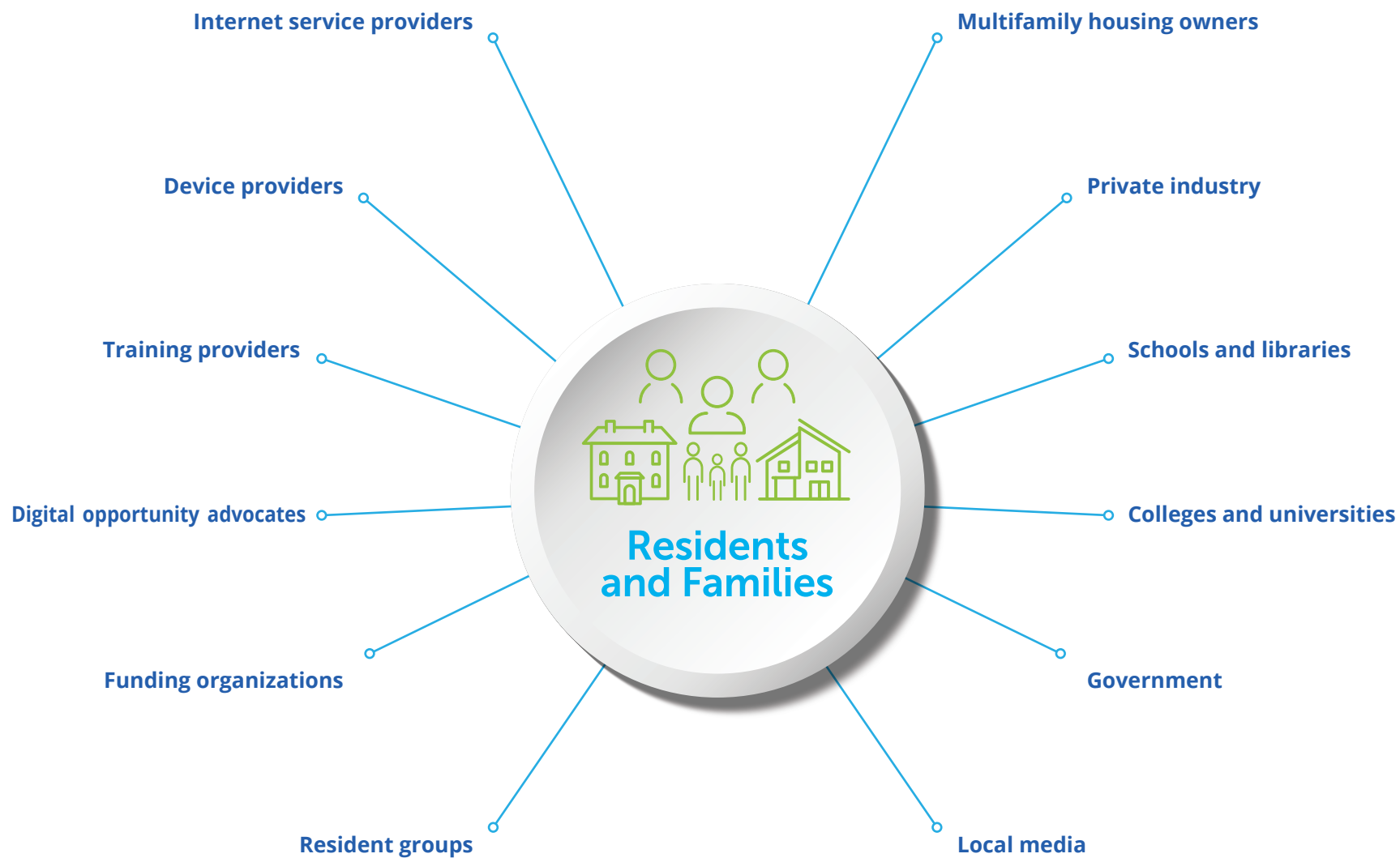
Tips for using the Stakeholder Mapping Template:

Communities may choose to develop multiple stakeholder maps. One map could be developed to focus on a broader level to show the types of organizations that coul d be involved in your efforts to bridge the digital divide. Another could be be developed to focus on each leg of the digital opportunity stool, such as digital literacy training.

Mapping stakeholders is an iterative process. As you implement your ConnectHomeUSA program, new needs or gaps in service may emerge, or partners may change the ir priorities. Revisiting your stakeholder map on a regular basis can help you stay up-to-date, identify new partners and keep your program running efficiently.

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Digital Opportunity Stakeholder Mapping Template

ConnectHomeUSA

- Internet service providers
- Multifamily housing owners
- Device providers
- Private industry
- Training providers
- Schools and libraries
- Digital opportunity advocates
- Colleges and universities
- Funding organizations
- Government
- Resident groups
- Local media

Residents and Families

Sample Stakeholder Map: Digital Literacy Training

ConnectHomeUSA

Resident groups

Library Advocacy

Libraries

Local Nonprofits

Private industry

PHA Resident Learners

Government

Education

Office and Programs

School Programs

Funders