

Stakeholder Analysis for Successful Engagement

Method for developing a stakeholder analysis:

1. Identify stakeholders and their interest in relation to the project/issue
2. Consider the influence and importance of the stakeholders
3. Use this to inform your engagement plans

Example in grey italics

Issue	<i>some students don't have access to computers to complete their work not it is largely online (online learning)</i>			
Stakeholder group	Type of interest (+ positive, - negative)	Level of importance to them (1 low, 5 high)	Level of influence they have in decision making (1 low, 5 high)	Action
<i>College Board of Directors</i>	<i>?</i>	<i>2</i>	<i>5</i>	<i>Find out what they think about the issue, and why they haven't done it already</i>
Students	Both! Flexibility to combine studies and personal life. Saving time and resources. Can be negative if they don't have access to technology, a laptop, wifi. The communication between tutors and students might not be as smooth as physical learning and it also	High	3	Set up a resource to ask for help in case they have an IT problem. Ensure students have internet and equipment Give affordable equipment options. Give free maintenance for student's devices

	depends on the tutor's IT skills.			
Tutors		High	4	<p>Set up a way to check they are delivering a quality online learning</p> <p>Make sure they have had digital training</p> <p>Make sure they have equipment and internet access to deliver their course online</p>
Council	Many different groups of society will be affected by online learning	Medium	2	Provide support/funding
Tech Company	With covid 19 the digitalization will be boosted and Tech Companies have a role to play	Medium	3	Contact and seek for partnership
IT department	With online learning the IT department will be affected with a big increase in demand of services.	High	4	Receive feedback

Types of engagement

1. 1-2-1 meetings with stakeholders
2. An email with a question
3. Information stalls
4. Events to gather feedback
5. Class rep meetings
6. Panel discussions on an issue
7. A film night with more information on the issue
8. A workshop with students or staff
9. Focus groups
10. Survey
11. Any opportunity to gather more information/perspectives on an issue...

Technical, Practical and Emancipatory

Technical (use tools and plans to monitor what you plan to do)

- Have a plan
- Use different methods to engage different people
- Monitor your activity
- Gather quantitative and qualitative data
- Evaluate it at the end - what could you improve?

Practical (Will what you're planning work?)

- Have you got the resources to carry out the plan?
 - People
 - Time
 - Money
 - Space
 - Buy-in from students
- Are you working on an issue that is important to students?

- Is it achievable? World peace may not be achievable, but a campaign against sectarianism within your college may be.

Emancipatory (Will your plan increase, or address inequality within, economic, social or political rights, for minority groups. Will it increase their voices in discussion of matters which affect them?)

- Does your plan negatively impact anyone?
- Is power delegated to those with lived-experience?
- Are you using your power to amplify other peoples voices?
- 'Nothing about Us Without Us'
- Are you missing voices from underrepresented groups, i.e.
 - Black and Minority Ethnic groups
 - People with disabilities
 - Women
 - Older students
 - LGBT+ students
 - And many others...