



2016 NACSA LEADERSHIP CONFERENCE

Stakeholder Mapping to Navigate School Restart

As a strategic first step in community engagement, stakeholder mapping is a powerful tool to tackle the politics of charter authorizing, and in particular, authorizing school restart. School restart—closing a low-performing school and authorizing a new school as a replacement—can be especially difficult without this type of strategic planning up-front. This workshop will introduce the key elements of a stakeholder map and provide you with the opportunity to start building your own stakeholder map, with support from facilitators. We'll apply best practices outlined in the School Restart Authorization Process Guide, published by EdPlex and Public Impact.

Session Title: Stakeholder Mapping to Navigate School Restart

Session speakers: Brenna Copeland (EdPlex)
Tim Field (Public Impact, LLC)
Marian Schutte (Mississippi Charter School Authorizer Board)

Context: The content of this session was presented as a workshop. The goal of this session was for participants to learn how about how a stakeholder map can be a useful tool at the outset of a process to authorizer school restart, or even for authorizing in general. Participants will engage directly with a stakeholder mapping template and begin to apply the template to their own context.

Key Takeaways:

1. As a strategic first step in community engagement, stakeholder mapping is a powerful tool to tackle the politics of charter authorizing – and in particular authorizing school restart.
2. Stakeholder management efforts are only effective when deployed in service of a clear purpose statement.
3. Stakeholder mapping can be vital to achieving authorizing goals.

Additional Resources:

- School Restart Authorization Process Guide: www.schoolrestarts.org
- Stakeholder Analysis Map: <http://bit.ly/2epz4KV>
- Stakeholder Engagement Plan: <http://bit.ly/2e8JbnG>



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