



### **Network Mapping and Analysis**

Preparations are underway for the 2020 needs assessment. One task at hand is to identify stakeholders who will provide guidance and input throughout the process. To create a list of stakeholders (that includes previous and new stakeholders), the team will conduct a simple Network Analysis activity during an upcoming internal planning meeting.

#### **Using the Tool**

During the internal planning meeting:

1. The team brainstorms "*Current Stakeholders*". Everyone jots down each stakeholder that Title V is currently working with or has worked with in the past. (One stakeholder per post-it note.) Each person verbally shares their stakeholders and places them on a flip chart labeled "*Current Stakeholders*". Duplicates are removed, and everyone is encouraged to add any additional stakeholders.
2. Next the team brainstorms "*Needed Stakeholders*". Everyone is asked to brainstorm stakeholders who are not listed on the "*Current Stakeholders*" list. A list of "*non-traditional partners*" (e.g. civic leaders, government reps, businesses, media, employers, housing, education, healthcare, insurance, faith based, workforce development boards, etc.) is shared with the team to trigger them to think outside the "*usual*" list. Each person jots down stakeholders. (One stakeholder per post-it-note.) Everyone verbally shares their ideas, and places it on the flip chart labeled "*Needed Stakeholders*". Duplicates are removed, and everyone is encouraged to add any additional stakeholders.
3. The team reviews the "*Needed Stakeholder*" list and prioritizes the top 10. For those stakeholders, the team identifies people within their team/program/department that has a personal relationship with each stakeholder. For each stakeholder they use a different color post-it-note to jot down the name of the person with the linkage to the stakeholder.

#### **Using the Information to Inform NEXT STEPS in the Needs Assessment PROCESS**

To ensure the information is used to inform the needs assessment process, the team spends time identifying next steps. The following next steps are identified:

- Create an elevator speech about the needs assessment process (e.g. what it is, why it is important, the "*ask*" of the stakeholder, how stakeholders' involvement will enhance the process, and the benefits of being involved in the process, etc.).
- Follow-up with each person who has a personal connection with the listed stakeholders and ask them to arrange a personal contact (e.g. phone call, face to face meeting, etc.) to discuss the needs assessment process and invite them to participate.