

# Stakeholder Engagement Toolkit



## Purpose

Identify and engage effectively with those who have a vested interest in or impact on an initiative

## Who this is for

- Project Leads
- Team Members (use for orientation and communication)

## When to use

Planning and scoping the initiative

Throughout implementation / at key milestones

Closing the initiative

Introduction

Identification Guide

Stakeholder Assessment

Communication Plan

## Introduction

### Why is this toolkit important?

Stakeholders are partners in initiatives. Their involvement can influence initiative design, funding, effectiveness and the sustainability of learnings. Consideration of who they are and how best to engage with them is a key element in success.

### Key actions

- Take time to have a conversation about relevant stakeholders, their involvement, and basic engagement strategies
- Streamline stakeholder management and engagement with support documentation and institutional routines

### How to use this toolkit

The tool is meant to be exhaustive, but you need only use the tool as heavily or lightly as makes sense for your project and constraints. In some cases, stakeholder management and engagement are critical to an initiative's success because of a delicate or fraught institutional situation – i.e., in moments of institutional flux or in a politically challenging environment for an initiative's aims. In other cases, this tool may need only a light touch – because the scope is small or because the stakeholders, their needs, and impact are not in question.

## Tools overview

There are 3 tools in this toolkit. They can be used together or individually, and each one can be completed together by a project team or individually by a project lead. When used as a group exercise, they can be completed in person or asynchronously in a shared document.

### Stakeholder Identification Guide

Identify initiative stakeholders, including stakeholders that may not be explicit but who may have an important impact on or role to play in the success of an initiative and its sustainability.

[Go to tool →](#)

### Stakeholder Assessment Tool

Identify the needs, motivations, and potential impact for more effective engagement and persuasion.

[Go to tool →](#)

### Stakeholder Communication Plan

Structure the substance, format and cadence of stakeholder engagement throughout an initiative's life.

[Go to tool →](#)

## Related

### Next steps

- Gaining buy-in ensures that your team and stakeholders are fully invested in achieving your student success goals. Learn how to build support for your initiative here: [Gaining Buy-In](#).