POLITICAL MAPPING

Political mapping is the organization of individual and organizational "actors" involved in the formation and implementation of policy. This exercise helps you:

1) Identify who holds power on your issues;

2) Visualize relationships between stakeholders, and

3) Identify resources, opportunities and obstacles among key influencers, allies and constituencies.

For our purposes, allies, influencers and stakeholders will include: your organization (including professionals, lay leaders, and important leadership committees); professional association or umbrella group to which your agency belongs; religious movement; and other affiliated leadership groups (e.g., Jewish Social Justice Round-Table and other alumni or affinity groups), and media outlets in the Jewish community.

PLACING GROUPS AND STAKEHOLDERS ON THE MAP

1) Clearly state the change or initiative to be taken. Put that in the center.
2) Identify in satellite fashion each person or group likely to have an interest or impact on this change, e.g., groups/stakeholders who support high-quality early care and education, local/state agencies, etc.
3) For each satellite, determine the potential impact: High, Medium or Low.
4) For some of the high and medium impact satellites, create additional satellites, indicating specific individuals or groups with whom you need to communicate.
5) Draw solid lines ___ to indicate direct access/influence between groups and stakeholders and dash-ed lines ---- to indicate indirect access/influence.

DEBRIEF QUESTIONS

1) What was your rationale in assigning High, Medium, Low?
2) What can these stakeholders/groups contribute to the change/initiative?
3) With selected stakeholders: What is important to this person? What is this person afraid of? What motivates this person?
4) What is the implication or significance of having sub-satellites?
5) How can political mapping be used in your context?