

Stakeholder analysis

Reading Wikipedia in the Classroom

In this document you will find the stakeholder analysis used for in the planning stages of the [Reading Wikipedia in the Classroom](#) program. You can use and adapt it to bring the Reading Wikipedia in the Classroom program to your own context.

Reading Wikipedia in the Classroom is the Wikimedia Foundation's flagship teacher training program, helping educators to develop vital media and information literacy skills for the 21st century. This program helps secondary school teachers learn how to integrate Wikipedia into their classrooms to foster media and information literacy (MIL) skills. The curriculum of this program is aligned with [UNESCO's MIL framework](#) and it connects different approaches and methodologies used in the classroom to leverage the power of Wikipedia.

You can find all the published resources of this program on Wikimedia Commons under [Category:Reading Wikipedia in the classroom](#). If you publish adapted versions of these resources, please include them in the same category.

If you have questions or would like to learn more about this program, contact the [Education team](#) at the Wikimedia Foundation education@wikimedia.org and let us know how we can help. You can also find us on Twitter as [@WikimediaEdu](#) and on Facebook as [@WikimediaEducationTeam](#)

What is a stakeholder?

A stakeholder can be any individual, group, or institution that:

- Has an interest, involvement, or commitment in your project
- Has the power or influence to affect your project in a negative or positive way
- Is affected by your project in a negative or positive way

How do we identify who the stakeholders in our project are?

According to the Kautilya Society on their [Development Cooperation Handbook](#), you can categorize your stakeholders as internal or external. Internal stakeholders are "the people who belong to the team leading the project". While external stakeholders are "the project sponsors, beneficiaries, and other persons involved in and/or affected (negatively or positively) by the outcome and the impact of an action, project, programme".

So who are the stakeholders in your project?

You can easily identify the internal stakeholders of your project: all the members of your team and the people involved in the planning and execution of your project. What about the external stakeholders? For example, think about global actors in the education field such as UNESCO and the OER community. You can also find relevant stakeholders if you research national education policies and the actors behind them such as the Ministry of Education. Finally, think about local actors like teachers and school principals, or civil society organizations. Which of these actors are stakeholders in your project?

Here are some questions that can help you identify more:

- Who has power and influence in my local education context? Think about people, institutions, committees, organized groups.
- Who are the people affected by the problem my project is going to solve?
- If my project achieves its goal, who will be affected?

[Now let's get to work! Continue to Step 1](#)

STEP 1:

Based on the previous guidelines, brainstorm and list all the stakeholders for your Reading Wikipedia in the Classroom project.

Name of stakeholder	Internal or external?	Previous relationship? Yes/No	Why could they be important for this project?	Why could they be interested in this project?

[Once you're ready, continue to Step 2](#)

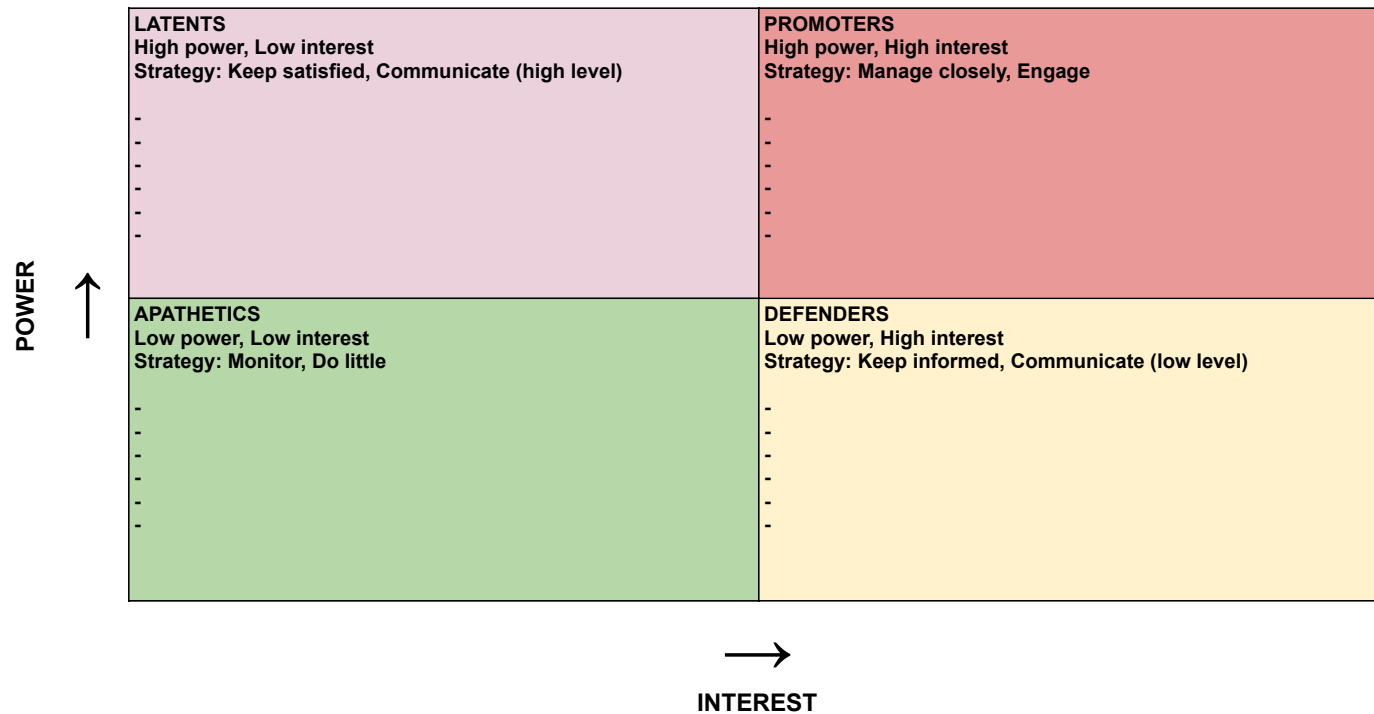
STEP 2:

Once you have a list of all the stakeholders in your project you can categorize them according to *interest* and *power*. Doing this will help you identify how to best engage with each of your stakeholders towards your project's success.

What do we mean by "interest" and "power"?

Interest	How likely the stakeholder is to be affected by your project, what degree of interest or concern they have (or could have) about it
Power	How much influence the stakeholder has over your project, to what degree they can help you achieve (or block) your project's goals

As you think about the power and interest of each of the stakeholders you previously listed on Step 1, locate them in the Power-Interest Matrix:



[Once you're ready, continue to Step 3](#)

STEP 3:

The previous information helps us to determine a plan to engage with each of the stakeholders in our project. These plans will vary depending on who our stakeholders are and how we have categorized them in the matrix. We would not use the same strategy or investment of time and energy on stakeholders that have different levels of interest and power in our project. This also helps us refine the messages we use to present our project and ideas to each stakeholder.

Consider the following questions:

- Who is the stakeholder?
- Is it a person? Institution? From the private or public sector?
- If it is an institution, who is (or can be) your main contact person?
- Based on their place in the Power-Interest Matrix, is this stakeholder one that should you engage with, communicate (at high or low level), or monitor?
- What channels of communication can you use with this stakeholder?
- What concrete actions can you take from now until the end of your project to engage, communicate, or monitor this stakeholder?

Organize your answers for each stakeholder in the chart below:

Stakeholder	Type (NGO? Individual? Government agency?)	Contact	Interest/Power	Strategy: Monitor, Communicate (high/low), Engage	Mediums of communication	Concrete actions
<i>Example: "Alexander Fleming" High School</i>	<i>Public High School</i>	<i>Direct contact with principal Julia Rios</i>	<i>Promoter. Very interested in having the teachers receive training. They can provide incentive for teachers to attend sessions, but they can also prevent them from attending if they don't see results right away.</i>	<i>Engage</i>	<i>Phone, email address, office hours for in-person meeting</i>	<i>Present a formal letter of the project. Present report of activities and how teachers are benefiting from it. Negotiate recognition from school for teachers who complete the training.</i>

Remember this exercise of stakeholder analysis isn't a one-time only activity. As your project develops you can review this chart, add or modify information, and improve your strategy.