



# Who Are Your Stakeholders?

Identifying the stakeholders for YOUR school is the first step toward outlining clear and effective communication.

Each group of stakeholders is unique in terms of what is at stake and their influence on your school. Use this chart to consider what is at stake for each stakeholder and write the specific ways their influence impacts YOUR school.

Constituent Groups	What is at stake?	Their influence on your school?
Students	Personal success throughout school and future opportunity	
Parents and Caregivers	Pride, success, and opportunities for the students they care about	
Administrators, Teachers, and Staff	Professional efficacy and job satisfaction	
School Board	Fulfill the district's mission and accountability	
Local Authorities and Government Officials	Receiving votes related to school support, favorable livability, and community economics	
Community: <i>Businesses, Taxpayers, Volunteers, Etc.</i>	Hiring graduates with skills, community economics, community pride, livability, getting a good return on their tax "investment", and the opportunity to serve.	