General Guidance for Completing this Influence Map

What is this map for?

This document is intended to help you select a broader team that will ultimately help you accomplish the aims of the STEM Alliance.

Who should I include in my map?

You will want to include people on this influence map who might be important in your community or region to accomplish the goals of the STEM Alliance. The mix of people you could include are those who are politically influential or people who support implementation on the ground, or both. We've included a list of types of people and organizations you may wish to think about in this document.

Connectors: These are the people in a community who know large numbers of people and who are in the habit of making introductions. A connector is essentially the social equivalent of a computer network hub. They usually know people across an array of social, cultural, professional, and economic circles, and make a habit of introducing people who work or live in different circles. They are people who link us up with the world...people with a special gift for bringing the world together.

Experts: These are "subject matter specialists" or "people we rely upon to connect us with new information." They accumulate knowledge and know how to share it with others.

Salespeople: These are "persuaders," charismatic people with powerful negotiation skills. They tend to have an indefinable trait that goes beyond what they say, which makes others want to agree with them.

Champions: People of high influence that can convene and encourage multiple audiences to be part of the organization or support an event. These are high level, influencers including CEOs, University Presidents and Superintendents.

Backbone Staff: Day-to-day contact staff to coordinate the efforts of the STEM Alliance and have dedicated time to facilitate coordinating functions of the STEM Alliance.
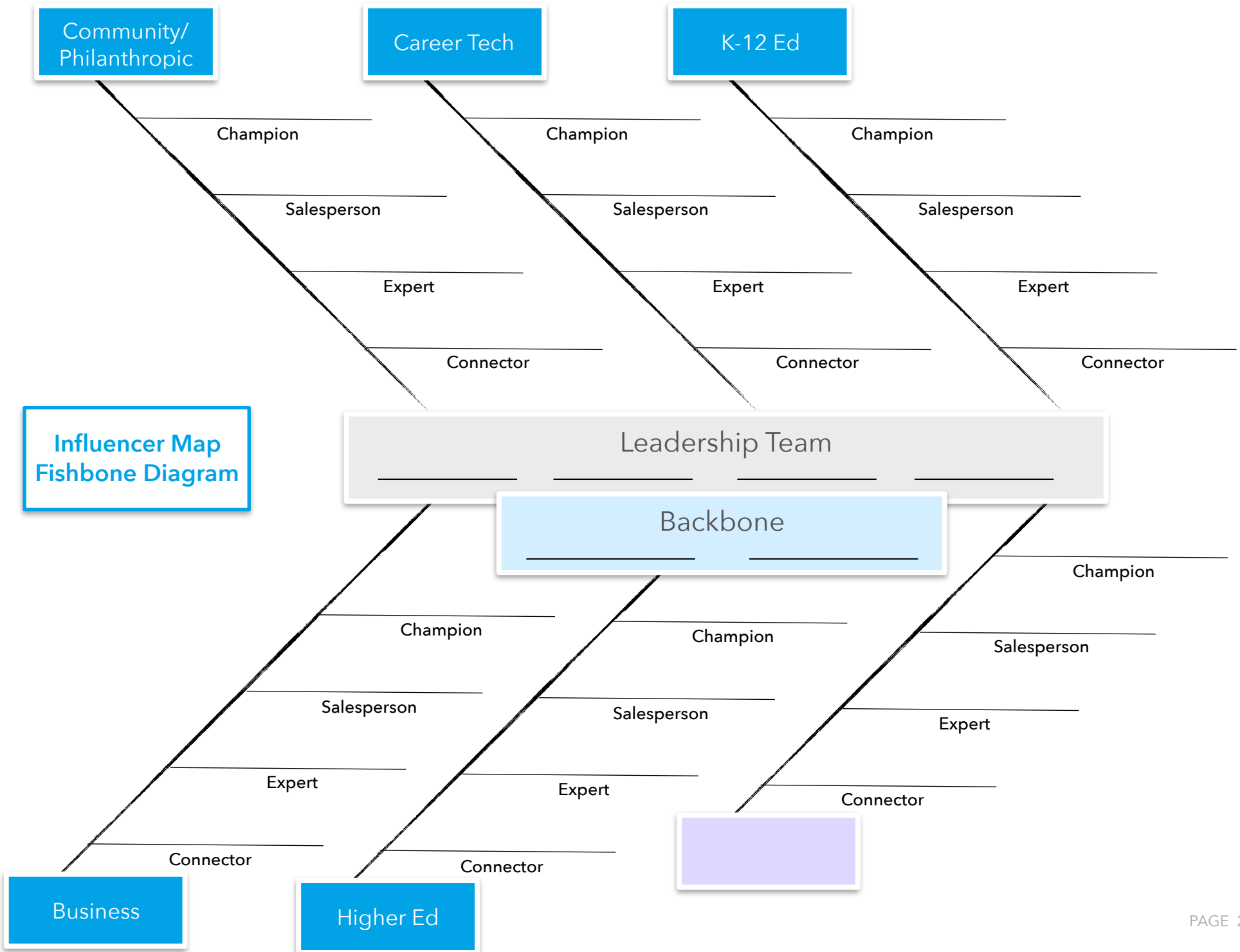
An additional consideration may be given to equity. Consider: Who serves and has influence within underserved communities? Who brings expertise and influence in connecting science instruction to the concerns of different cultural communities in your state? Particularly consider including people from communities that are not represented in STEM education efforts conversations in your community.

When do I complete this map?

Start now, and continue to revise and add to your team as new issues or challenges arise. The influence map is intended to be a living document; as you develop it, new ideas will emerge.

Why does this map look the way it does?

This is a different way to think about planning for implementation that emphasizes building a network of influential people and implementation leaders in a state, and developing a vision collaboratively to build buy-in across the your city or region.

Influencer Map Fishbone Diagram

Community/Philanthropic

Champion
Salesperson
Expert
Connector

Career Tech

Champion
Salesperson
Expert
Connector

K-12 Ed

Champion
Salesperson
Expert
Connector

Leadership Team

Backbone

Business

Champion
Salesperson
Expert
Connector

Higher Ed

Champion
Salesperson
Expert
Connector

Champion
Salesperson
Expert
Connector

Map of Key Influencers and Potential Team Members

What is their name and organization? *List a full name and their primary organization*	How are they influential? *Describe ways that they will impact or influence key audiences in the STEM alliance*	Which type of organization do they influence? *Choose: Business, Community, Higher Education, K-12 Education, CareerTech,*	What role would they be most likely to play? *Choose: Champion, Salesperson, Expert, Connector, Backbone Staff*

Familiarity Matrix of Key Influencers and Potential Team Members

How are these actors connected to each other? Use the chart below to indicate whether there is a connection between each of the people in your chart. If the two people know each other, write a "1" in the cell. If they do not, write a "0" in the cell. If you don't know, write "IDK".

Names
(both horizontal and vertical)