

Stakeholder Profiles

Activity 1 Directions: Consider the list of partners. Work through the chart below, one Stakeholder at a time.

Stakeholder (name and describe your stakeholder; include demographic information, descriptors, etc.)	Values & Attitudes: What do they care about?	What services, expertise, or resources does the library offer that contributes to the things they care most about?	In what venues might you connect with this stakeholder?	What else do you need to know before connecting with this stakeholder?

Targeting Services and Communication

Activity 2 Directions: Consider the targeted message elements below. Fill in the chart with your own message. Identify how you might communicate this to a stakeholder.

Based on our experience (doing what, generally)	We have the ability to (contribute what, specifically)	Resulting in (the type of improvement)	For (stakeholders)
Based on our experience	We have the ability to	Resulting in	For

NOTES
