

Students

Demand

Action

Identifying Decision Makers and Power Mapping

Agenda Overview

**Identifying
Decision
Makers**

**What is power
mapping? And
Why do we do
it?**

**Power
mapping
examples**

Identifying Decision Makers

Key Terms



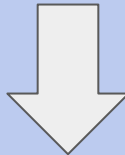
**GUN INDUSTRY
DIVESTMENT 101**

Talking about divestment can be challenging, so we've created a #KillerBusiness Divestment Study Guide to help!

STUDENTSDEMANDACTION.ORG →

COMMITTEES

Investment Board



**Ethical/Socially Responsible
Investment Advisory Committee**

BOARDS

Board of Trustees

Vs.

Board of Regents

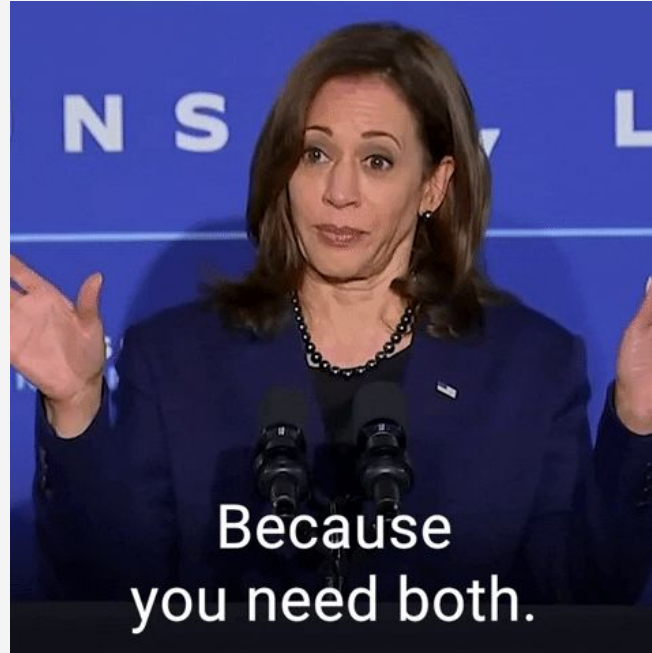
OFFICERS

Head/Chief Financial Officer

Vs.

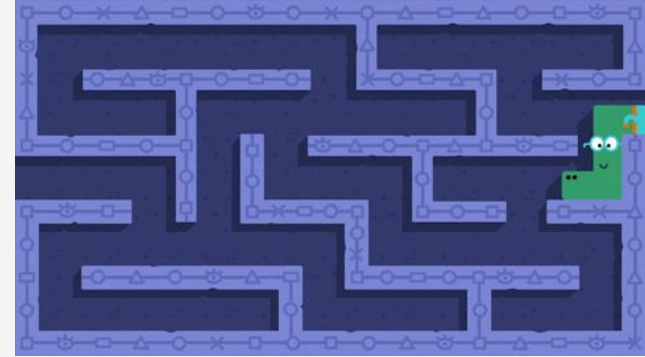
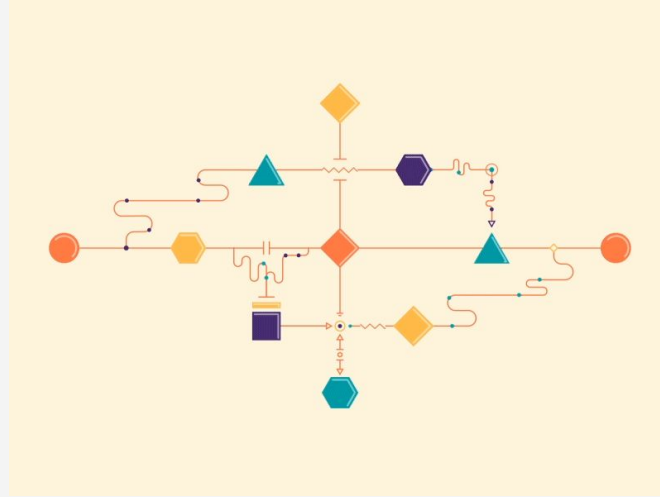
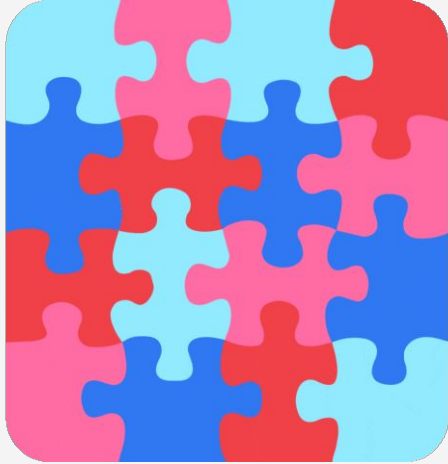
Chief Investment Officer

What does your school have?



Power Mapping

What is Power Mapping?



Creating a power map will help you answer these important questions:

1. Who are the people that influence your decision makers?
2. Who are some key potential allies in your community—individuals and organizations who are likely to be on your side and who have the ability to influence others?
3. Who might oppose your plan, and who is in the middle who could be brought over to your side
4. What are effective ways to communicate with your community?

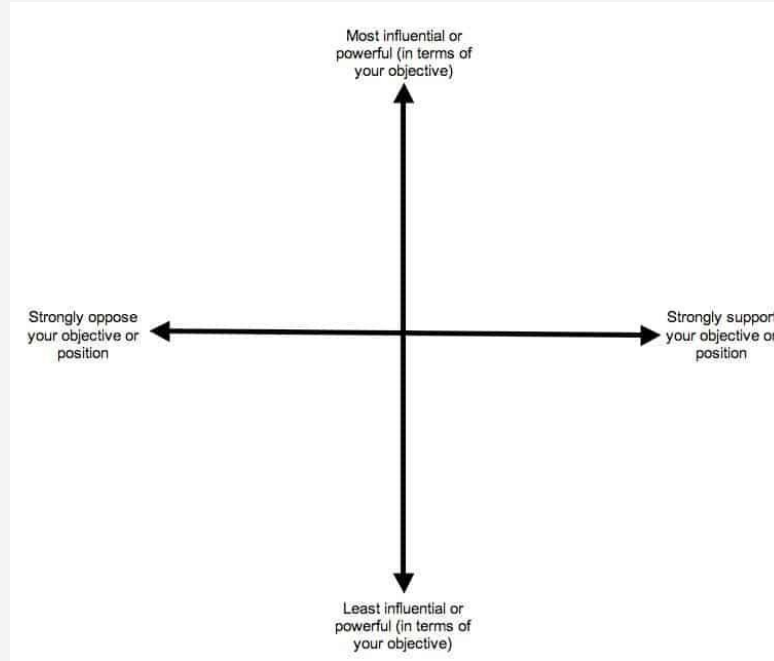
Steps to Community a Power Mapping

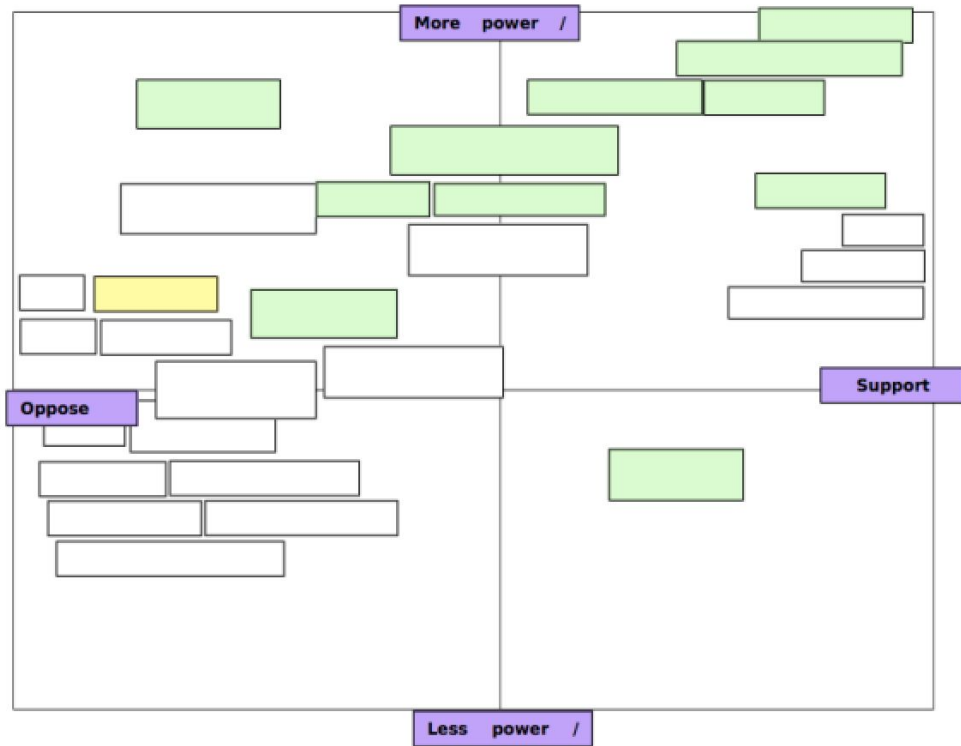
1. Be clear about the goals of your campaign.
2. Figure out who is the key decision-maker or person/institution you want to influence to achieve that goal (there can be more than one).

Steps to Community a Power Mapping

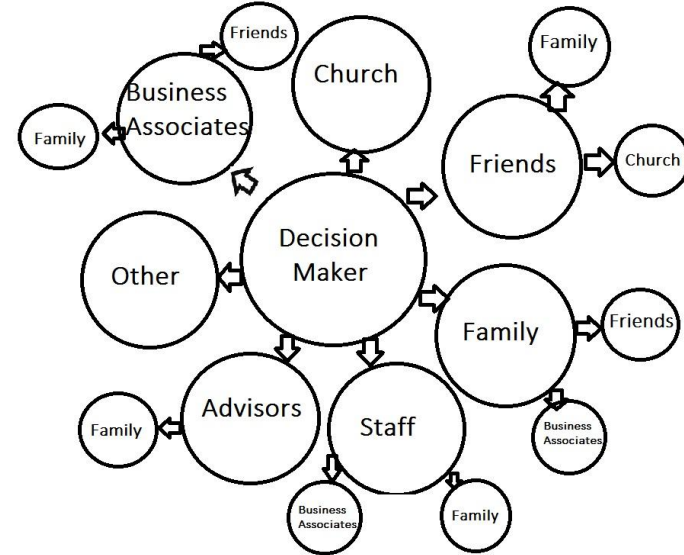
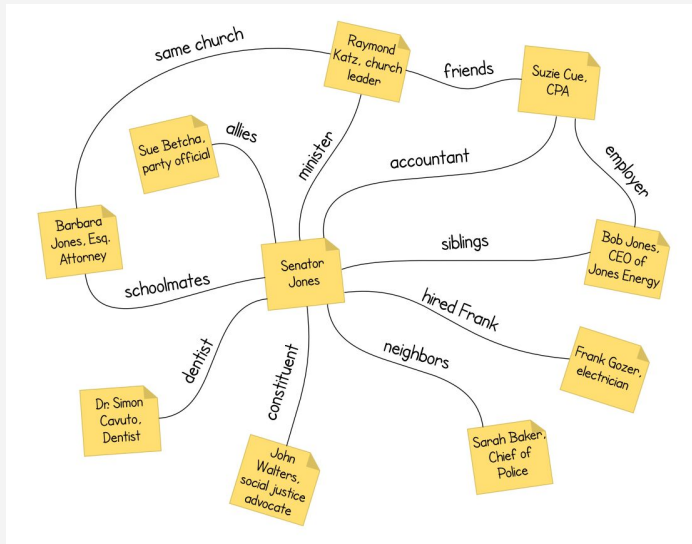
3. Research your target's personal and professional connections.
4. Brainstorm with your group to determine which individuals or groups in your community are affected by the issue and could influence your target.
5. Start thinking about who these individuals or groups are connected to.

Types of Power Maps

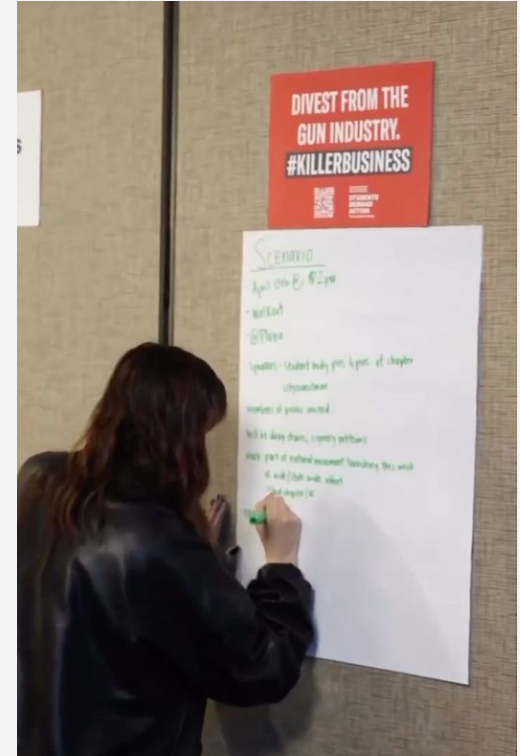
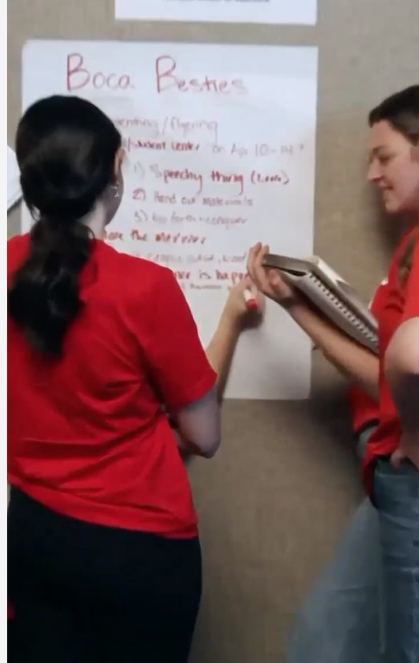




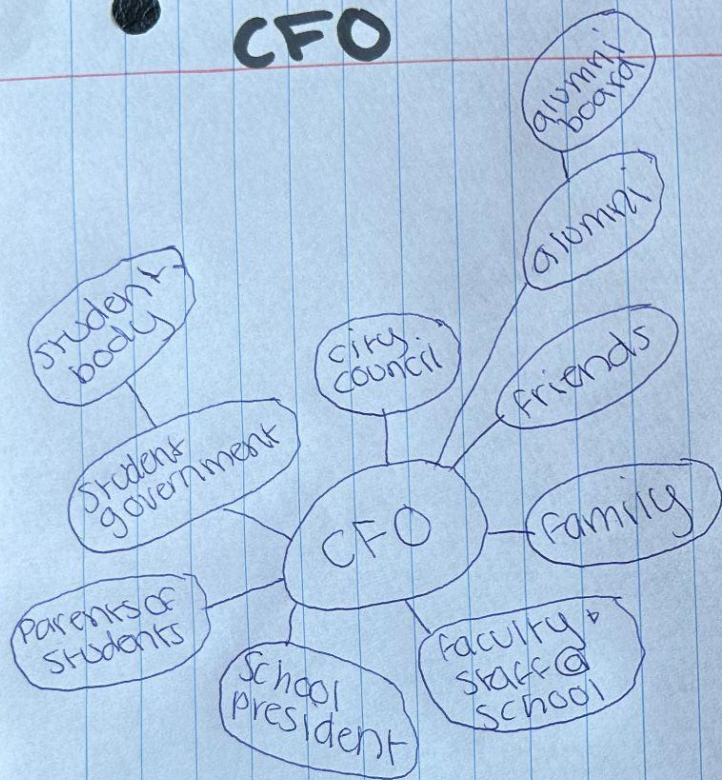
Types of Power Maps



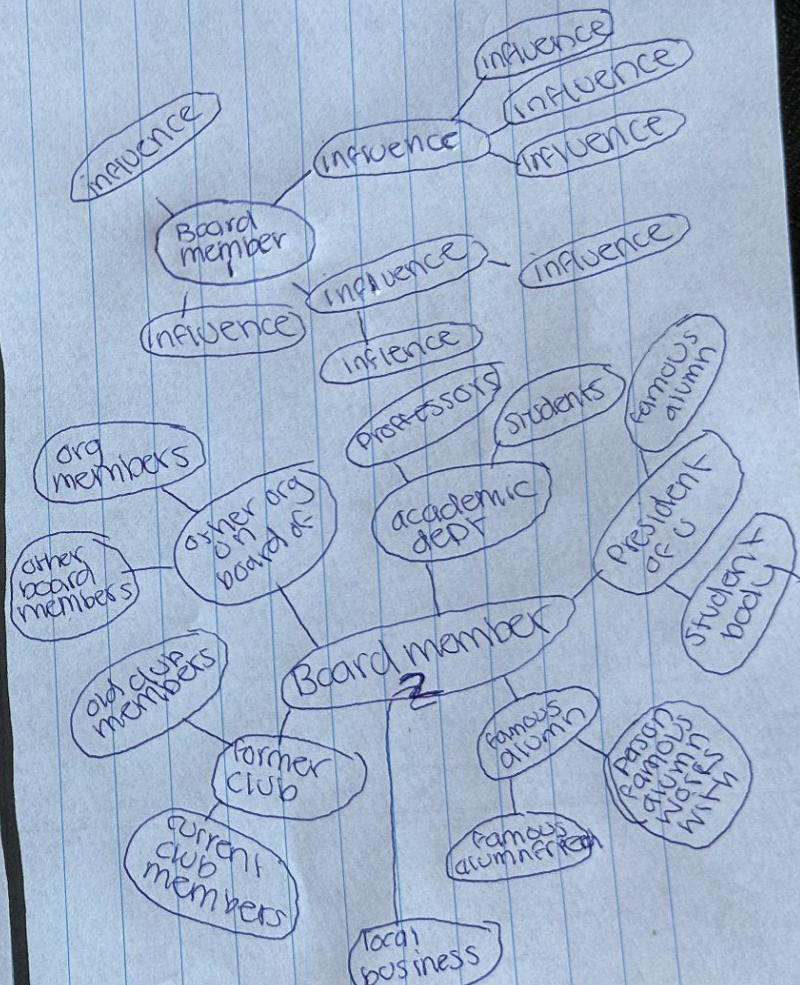
Group Activity



CFO



Board of Trustees



QUESTIONS?