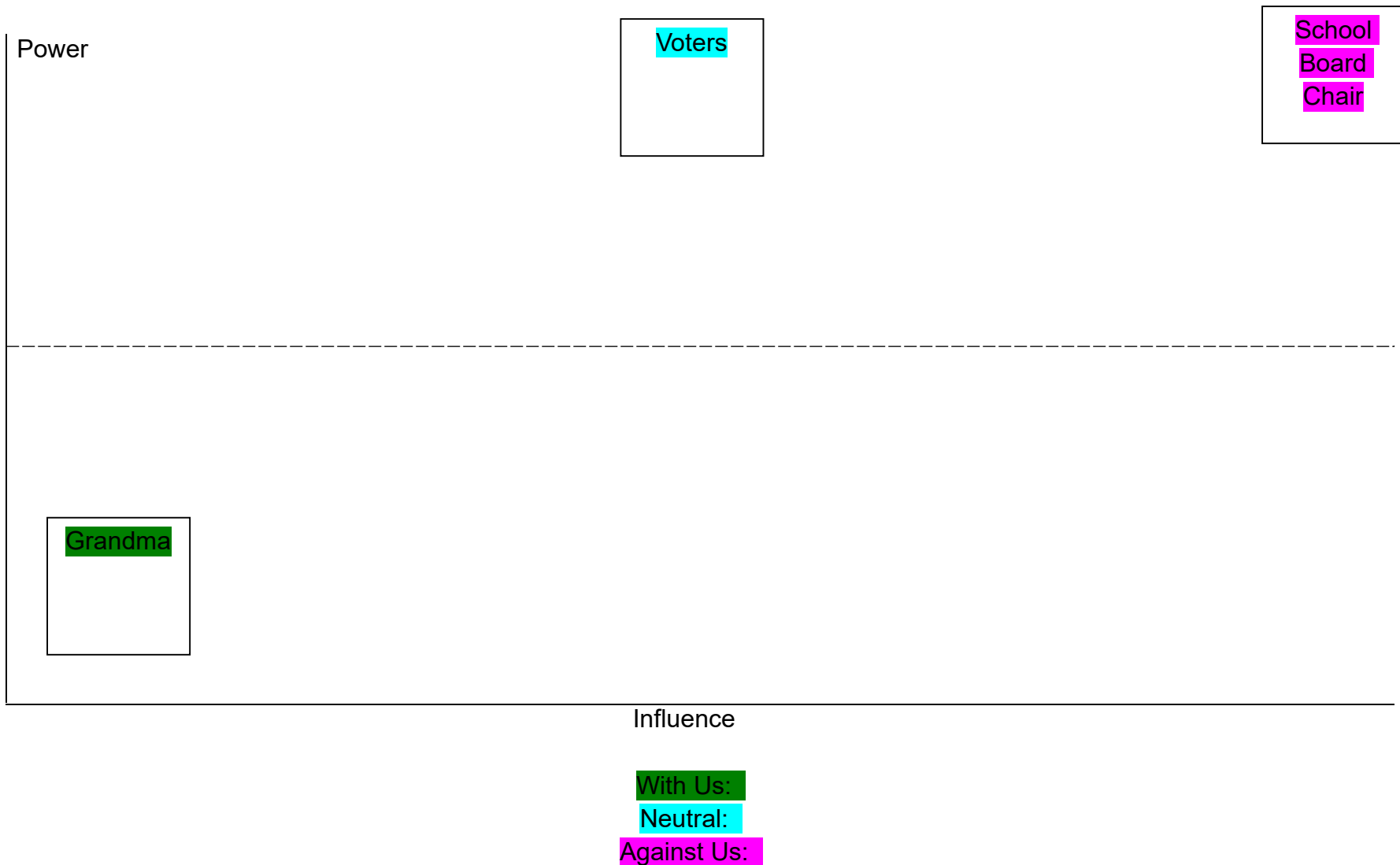


Community Mapping Tools

Mapping the Power in Your Community – Activity



Community Mapping Tools

Power Mapping Steps:

Step One: Introductions, Explanation of Process, and Definitions:

- Have everyone introduce themselves, who they are, why they're here, who they identify with (like teachers or administrators, etc), and have them say which community they have good connections to (faith, small biz, politicians, educators, parents, etc.)

- Explain power mapping:
 - what is a power map? It's a visual way for us to see who the stakeholders and players are, a way for us to see who is with us, neutral or moveable, and who is against us. It's a lay of the land.
 - each person will get three different pads of sticky notes (each a different color), the green stickies will be used to write the name or organization that is "with us" on the issue, the blue stickies will be used to write the name or organization that is "neutral or moveable", and the pink stickies will be used to write the name or organization that is "against us".
 - each person should write down the names of the people or organizations that they think, in their opinion, are stakeholders in this campaign on either green, blue, or pink stickies.
 - each person will then bring their stickies up to the big chart drawn on the wall and place the stickie in the position that they, the individual, believe it should go (it's ok, even good, if multiple people write the same names/organizations because it will spark a conversation).
 - the chart on the wall is a grid with power running vertically and influence running horizontally and a dotted line in the center reflects the middle (above the dotted line is high and below is low).
 - once everyone has stuck their stickies on the wall, we will discuss, ask the participants, "does that make sense?"

- Define as a group:
 - define "Power"
 - define "Influence"

 - what's the difference? **Power** = decision making, getting things done, can also call the shots as on person
Influence = someone who can sway people, a leader with followers, can get things done but needs a group or is used to get someone else to get something done.

Community Mapping Tools

Example: **Louis XVI** was the King of France from 1774 to 1792, and during that time he had the **POWER** to unilaterally implement deregulation of the grain market, which led to an increase in bread prices. That, coupled with bad harvests and measly wages which increased the gap between the rich and poor, led local neighborhood leaders to emerge and **INFLUENCE** the masses to fight back and revolt. **Reine Audu** had incredible **INFLUENCE** with women in Paris; she is credited with leading **The Women's March on Versailles**, which began among women in the marketplaces of Paris who were near rioting over the high price and scarcity of bread. The market women and their various allies grew into a mob of thousands, and encouraged by influential revolutionary agitators like Reine Audu, they ransacked the city armory for weapons and marched to the Palace of Versailles. The crowd of women besieged the palace, and in a dramatic and violent confrontation, they successfully pressed their demands upon King Louis XVI. The next day, the crowd compelled the king, his family, and most of the French Assembly to return with them to Paris. These events ended the king's independence and signified the change of power and reforms about to overtake France. He was guillotined on 21 January 1793.

-so alone Reine Audu wasn't very powerful, but she was extremely influential

-alone, Louis XVI was extremely powerful, but wasn't very influential

Step Two: Map:

-everyone will write the names of those people that they consider to be stakeholders on the appropriate colored stickie and go up to the chart on the wall and stick them in the appropriate places (based on their own individual opinion, then we'll all talk as a group to determine who should/shouldn't be there and where they should be placed)

Step Three: Discuss:

-Facilitator asks, "so what do you think? Are there any duplicates that we can remove? Are the placements correct, why or why not? Are we missing anybody? Do we have all stakeholder communities represented (parents, students, educators, admin, politicians, nonprofit groups, \$, small biz, people of color, faith, etc.)?"

Step Four: Next Steps:

-after the discussion the facilitator will ask what the next steps should be – should they be planning a way to outreach to all stakeholders, not waste our time with some, how do we move more people to blue or green stickies and who should we target first? The people in the top right hand corner are the MOST influential and powerful, so they need to be the first to reach out to and get on board with us or who we target to fight
-plan your next steps together

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COMMUNITY MAPPING WORKSHEET

