**Stakeholder Analysis Template**

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| **Stakeholder Group** | **Priority** **(H, M, L)** | **Information Needs** | **Level of Awareness\*** | **Engagement Strategy** |
| **Current** | **Desired** |
| *Military members* | *High* | *Understand opportunities and support programs at our organization.* | *Unaware* | *Supporter* | *Email/phone/website* |
| *Spouses* | *Medium* | *Unaware* | *Supporter* | *Email/phone/website* |
| *Transition support units* | *High* | *Aware* | *Advocate* | *In-person visits/website* |
| *Local chambers of commerce* | *Medium* | *Understand veteran employment opportunities.* | *Unaware* | *Advocate* | *Email/phone/in-person/website* |
| *ESGR* | *Low* | *Understand existence of support program and how they might support it.* | *Unaware* | *Advocate* | *Email/phone/website* |
| *State / Local Government* | *Medium* | *Unaware* | *Advocate* | *Email/phone/website* |
| *Veteran Collaboratives* | *Low* | *Unaware* | *Supporter* | *Email/phone/website* |
| *Local Colleges* | *High* | *Unaware* | *Advocate* | *Email/phone/website* |
| *County Veteran Service Officers* | *High* | *Unaware* | *Supporter* | *Email/phone/website* |
| *Industry Trade Groups* | *Medium* | *Unaware* | *Supporter* | *Email/phone/website* |
| *Suppliers* | *Low* | *Understand the benefits of our support program.* | *Unaware* | *Aware* | *Email/phone/website* |
| *Customers* | *Medium* | *Unaware* | *Aware* | *Email/phone/website* |
| *Employee Civilian Peers* | *Medium* | *Unaware* | *Aware* | *Email/website* |
| *Fellow Veteran Employees* | *High* | *Understand detailed expectations of the support program and where to find – and how to utilize – supporting materials.* | *Aware* | *Supporter* | *In-person meetings/ email/intranet site* |
| *Employee Managers* | *High* | *Supporter* | *Advocate* | *In-person meetings/ email/intranet site* |
| *Employee Trainers* | *High* | *Aware* | *Supporter* | *In-person meetings/ email/intranet site* |
| *Employee Recruiters* | *High* | *Supporter* | *Advocate* | *In-person meetings/ email/intranet site* |
| *Etc.* |  |  |  |  |  |

\*Level of Awareness spectrum: Unaware, Aware, Supporter, Advocate