

EVALUATION STAKEHOLDER ENGAGEMENT PLANNING MATRIX

The matrix is a simple yet powerful tool to document desired and actual engagement levels of sport and recreation stakeholders, including athletes, coaches, administrators, sponsors/funders, spectators, media, and others. Using the tool can help identify potential gaps in stakeholder involvement.



HOW TO USE THE MATRIX

- ▶ Enter the stakeholders' names in the appropriate box to indicate the extent to which each stakeholder will be involved in each step of the evaluation process. It is recommended to start using this matrix early on in the evaluation process; however, it's never too late to integrate the tool.
- ▶ Develop action plans for how to follow through with each stakeholder.
- ▶ Review and revise the matrix as the evaluation design and methods unfold.

BENEFITS OF USING THE MATRIX

- ▶ Pulls sport and recreation stakeholder analysis information together.
- ▶ Helps evaluators develop a carefully articulated plan for engaging or responding to different sport and recreation stakeholders throughout the evaluation.
- ▶ Poses the questions of who should be engaged and when, how, and why at each step.

TYPE OF INVOLVEMENT	Do not engage	Engage as data source	Inform	Consult	Involve	Collaborate	Empower
Step 1. Evaluation planning							
Step 2. Evaluation design							
Step 3. Data collection & organization							
Step 4. Data analysis & interpretation, reflections, & recommendations							
Step 5. Decision making & implementation of recommendations							