

Stakeholder engagement analysis

Stakeholder engagement analysis										
Stakeholder	Perceived Benefits / 'Dis-benefits'	Changes Needed	Perceived Resistance	Suggested actions	Level of Commitment (Current → Required)					
					Hostile Will block at all costs	Opposed Will comply but on and state opposition	Reluctant Will have to be prodded	Neutral Won't help, won't hurt	Hesitant Holds some reservations, won't volunteer	Help it work Will lend appropriate support
	How do we measure success? Success: progress towards the 2 targets? General / industry level?	Communication by WU, BMBF Government involvement (not necessary, it's better to stay independent, show that we're not in the "policy shop")	Stakeholders will do what we ask and we'll have no support. But we can't do anything.	Need more resources to do everything that's being set up					Hesitant → Help it work May 2018	

takeholder engagement analysis

Stakeholder	Perceived Benefits / 'Dis-benefits'	Changes Needed	Perceived Resistance	Suggested actions	Level of Commitment (Current → Required)						
					Hostile Will block at all costs	Opposed Will openly act on and state opposition	Reluctant Will have to be prodded	Neutral Won't help, won't hurt	Hesitant Holds some reservations, won't volunteer	Help it work Will lend appropriate support	Enthusiastic Will go to the limit
Stakeholder	Perceived Benefits / 'Dis-benefits'	Changes Needed	Perceived Resistance	Suggested actions							

POLITICAL FACTORS

- CHANGING GOVERNMENT: TUITION & RESEARCH FUNDING
- CUT IN PUBLIC SERVICES → INCREASE IN CRIME
→ IMPACT STUDENTS SAFETY, TUITIONS
- BREXIT

ECONOMIC FACTORS

- UNCERTAINTY
- UNEMPLOYMENT → RAISE W. STUDENT
- GLOBALISATION → COMPETITION &
SOCIO-CULTURAL FACTORS PRODUCTIVITY &

- INCREASE INACTIVISM - VEGANISM
- SUSTAINABLE TRANSPORT METHODS

TECHNOLOGICAL FACTORS

- ONLINE LEARNING → COMPETITION &
- RESEARCH PAPERONS → ALIGN WITH FUNDING

Political: Brexit
Elections

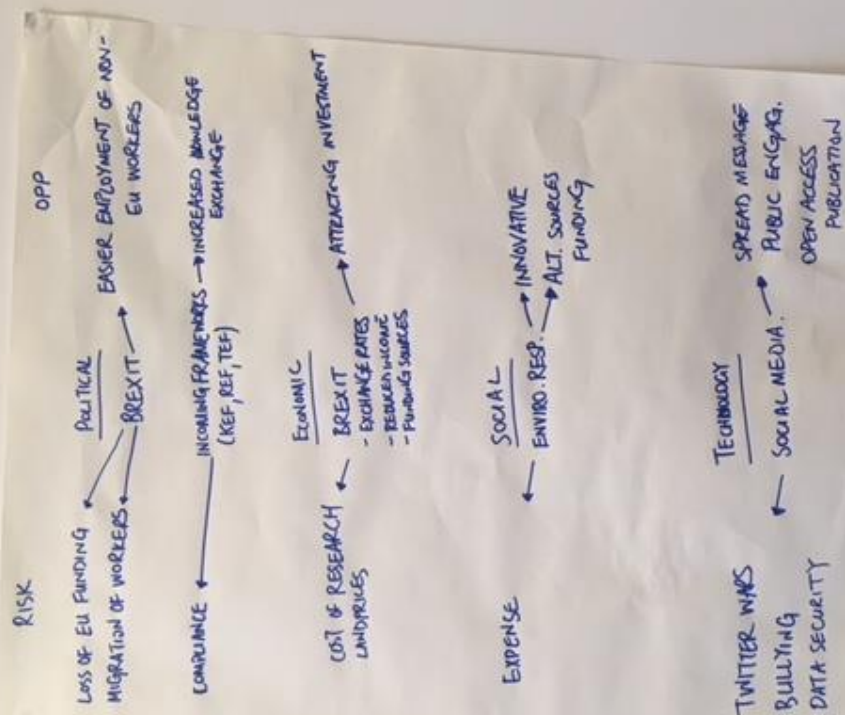
Economic: Funding
Pensions
Uni Fees
Compulsory Redundancies

Socio-cultural: Student admissions / international students.
Discrimination

Technology: Social media
IT

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Government	You think it should You are worried of the other party's threat They're stronger										



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DDFA	Neutral - mostly Will be concerned about the impact on the environment Will be concerned about the impact on the environment Will be concerned about the impact on the environment	Changes needed Changes needed Changes needed Changes needed	Will be concerned about the impact on the environment Will be concerned about the impact on the environment Will be concerned about the impact on the environment	Will be concerned about the impact on the environment Will be concerned about the impact on the environment Will be concerned about the impact on the environment		Will be concerned about the impact on the environment Will be concerned about the impact on the environment Will be concerned about the impact on the environment					

