

Project Management

Version Fall 2025

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Project Stakeholder Mapping

Learning Objectives

By the end of this activity, you will be able to:

- Identify all relevant stakeholders for a project
- Categorize stakeholders by influence and interest levels
- Create a comprehensive stakeholder register
- Develop appropriate engagement strategies for different stakeholder types

Scenario: Campus Sustainability Initiative

Your team has been assigned to manage a comprehensive sustainability project for your CEGEP Heritage College main campus. The project aims to reduce the campus carbon footprint by 30% over the next two years and increase recycling process efficiency through various initiatives including:

- Installing solar panels on the building
- Implementing a campus-wide recycling program
- Creating sustainable dining options in cafeterias
- Establishing student-led sustainability clubs

Budget: \$2.5 million

Timeline: 24 months

Expected Impact: 5,000+ students, 800+ staff and faculty

Part 1: Stakeholder Identification (15 minutes)

Instructions: Brainstorm and list ALL potential stakeholders who might be affected by or have influence over this project. Think broadly - consider internal and external parties.

Categories to Consider:

- CEGEP administration
- Students and student organizations
- Faculty and staff
- Local community
- Government entities
- Vendors and contractors
- Environmental groups
- Regulatory bodies

Your Stakeholder List:

1. _
2. _
3. _
4. _
5. _
6. _

You may continue the list if needed.

Part 2: Stakeholder Analysis Matrix (20 minutes)

Instructions: Plot each stakeholder on the matrix below based on their level of influence (ability to impact project success with performance) and interest (how much the project affects them).

Influence/Interest Matrix

HIGH INTEREST, LOW INFLUENCE	HIGH INTEREST, HIGH INFLUENCE
Keep Satisfied	Manage Closely
LOW INTEREST, LOW INFLUENCE	LOW INTEREST, HIGH INFLUENCE
Monitor	Keep Informed

Quadrant Definitions:

- **Manage Closely:** High influence, high interest - key stakeholders requiring active management
- **Keep Informed:** High influence, low interest - keep satisfied with minimal effort
- **Keep Satisfied:** Low influence, high interest - show consideration for their concerns
- **Monitor:** Low influence, low interest - minimal effort, monitor for changes

Part 3: Stakeholder Register (15 minutes)

Instructions: Select your top 3 most critical stakeholders and complete the register below.

#	Stakeholder Name	Role/ Organization	Influence Level (1-5)	Interest Level (1-5)	Key Concerns/ Expectations	Engagement Strategy
1						
2						
3						

Part 4: Engagement Planning (10 minutes)

Instructions: For each quadrant, develop specific engagement strategies:

Manage Closely Stakeholders:

- Communication frequency: _____
- Communication methods: _____
- Key messages: _____
- Success metrics: _____

Keep Informed Stakeholders:

- Communication frequency: _____
- Communication methods: _____
- Key messages: _____

Keep Satisfied Stakeholders:

- Communication frequency: _____
- Communication methods: _____
- Key messages: _____

Monitor Stakeholders:

- Review frequency: _____
- Monitoring method: _____

Reflection Questions (5 minutes)

1. Which stakeholders were you initially likely to overlook? Why?
2. How might stakeholder positions change throughout the project lifecycle?
3. What challenges do you anticipate in managing the “Manage Closely” stakeholders?
4. How would poor stakeholder management impact this project’s success?

Team Presentation Preparation

Prepare a set of PowerPoint slides for 3-minute presentation covering:

- Your stakeholder mapping matrix (visual)
- Top 3 most critical stakeholders and why
- Biggest stakeholder management challenge anticipated
- One creative engagement strategy you developed

Submission: Submit your completed handout with PowerPoint slides and be prepared to go over your findings.

Scope Creep

Key Features:

- A realistic mobile app development project that students can relate to. Three progressive rounds of change requests that increase in complexity and timing challenges. Structured decision matrices to track choices and reasoning.
- Impact analysis tools to see cumulative effects of decisions. Reflection questions that connect the simulation to real-world project management principles.

Educational Design Elements:

- Change requests come from different stakeholders with varying levels of authority.
- Requests range from reasonable safety features to nice-to-have additions.
- Timing creates realistic pressure (early changes vs. late-stage requests).
- Some requests appear mandatory while others are clearly optional.
- Budget and time constraints force difficult trade-off decisions.

Learning Outcomes:

- Students experience how small changes accumulate into major scope issues.
- They practice evaluating change requests against project constraints.
- They learn to distinguish between essential and optional changes.
- They develop skills in stakeholder communication and expectation management.

Learning Objectives

By the end of this activity, you will be able to:

- Recognize scope creep in project scenarios
- Evaluate change requests against project constraints
- Apply change management principles in decision-making
- Understand the impact of scope changes on project success

Initial Project Definition

Project: Student Mobile App Development

Your team has been contracted to develop a mobile app for your university's student services.

Original Scope:

- Class schedule viewer
- Grade checker
- Campus map with building locations
- Dining hall hours and menus
- Basic user authentication

Approved Budget: \$25,000

Timeline: 4 months (16 weeks)

Team Size: 4 developers

Platform: iOS only

Target Users: 8,000 students

Success Criteria:

- App launches successfully in App Store
- 70% of students download within first month
- User satisfaction rating of 4.0+ stars
- Zero critical security vulnerabilities

Round 1: Week 2 Change Requests

Instructions: Your team has just completed the requirements gathering phase. Review each change request below and make decisions using the Decision Matrix.

Change Request #1

From: Student Government President

Request: Add push notifications for campus emergency alerts

Justification: "This is critical for student safety and would significantly increase app usage."

Impact: +1 week development time, +\$2,000 cost

Change Request #2

From: Athletic Department

Request: Include sports schedules and ticket purchasing

Justification: "We have 15,000 season ticket holders who would love this feature."

Impact: +2 weeks development time, +\$4,500 cost, requires integration with ticketing system

Decision Matrix - Round 1

Change Request	Approve	Deny	Defer	Justification
#1: Emergency Alerts	y/n	y/n	y/n	...
#2: Sports Integration	y/n	y/n	y/n	...

Updated Project Status After Round 1:

- Budget Used: \$_____ / \$25,000
- Timeline: _____ weeks remaining
- New Success Criteria (if any): _____

