



Decision Maker Matrix



The Decision Maker Matrix is a tool to help you complete the “Targets” column of the Midwest Academy Strategy Chart. This activity should be done with your coalition members and after you have conducted an assessment of the political environment. Once complete, this matrix can help you determine if your decision makers are undecided, a supporter, or an opponent. These undecided voters become your targets. Remember, a target is an individual decision maker (not the entire legislative body) who you have to convince to vote yes on your issue.

Note: Complete the notes and allies columns first to help you determine whether the individual is likely supportive, opposed or undecided.

Decision Maker List each individual decision maker on your board or council.	Yes Mark here if the individual is likely to support you.	No Mark here if the individual is likely to oppose you.	Undecided Mark here if the individual is undecided.	Notes List all of the information you have on the decision makers. Include things like: vote record, term limits, family, profession, and ideology.	Allies List all the groups, individuals or clubs your decision makers are affiliated with. This information can also help with your recruitment strategy.	
Mayor Mariana Flores (District 1)			x	<ul style="list-style-type: none"> Works as a child advocate in the DA's office Board of Directors for the Boys & Girls Club There are several small parks in her district 	<ul style="list-style-type: none"> Moderately supportive of smokefree parks Represents city with lower-income communities Term ends 2017 	<ul style="list-style-type: none"> Co-workers in the DA's office Boys & Girls Club Southside Community Center
Sandra Lee (District 2)	x			<ul style="list-style-type: none"> Very active in the Asian community in town Spoke at the Asian Health Fair last year Is very supportive of smokefree parks 	<ul style="list-style-type: none"> Represents the west side of town Only member on the council when the council passed smokefree workplaces 15 years ago. She voted in. Term ends 2016 	<ul style="list-style-type: none"> Asian Health Fair Board members Chinese American Business Council Chinese Evangelical Church
Ken Fellman (District 3)		x		<ul style="list-style-type: none"> Dentist Formerly ACS board of directors Represents the eastern edge of town Doesn't like government regulation 	<ul style="list-style-type: none"> Is active in the Southern CA Republican Club (former secretary) Term ends 2017 	<ul style="list-style-type: none"> Local Dental Association Republican Party of Southern CA ACS board of directors
Tom Knight (District 4)			x	<ul style="list-style-type: none"> Avid golfer (helps with the town's charity golf tournament each year) Lawyer Had heart surgery last year 	<ul style="list-style-type: none"> Is active in the Rotary Club Represents the downtown area via Downtown Business Association Term ends 2016 	<ul style="list-style-type: none"> Grande Oaks Golf Tournament Planning Committee Rotary Club Downtown Business Association
Hector Dimas (District 5)			x	<ul style="list-style-type: none"> Works at the phone company 3 school age children (his wife is on the PTA at Brandon Elementary School) 	<ul style="list-style-type: none"> Moderately supportive of smokefree parks Roman Catholic The largest park in the town is in his district Term ends 2015 	<ul style="list-style-type: none"> Catholic Church leaders PTA at Brandon Elementary School



Decision Maker Matrix (blank)



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