

# The Decision Maker Matrix



## ***When to use the Decision Maker Matrix (DMM)***

The Decision Maker Matrix (DMM) is a tool for analyzing the policy position of the decision makers in the jurisdiction that is the focus of your policy campaign. It is designed to assist in the completion of the “Decision Maker” column of the Midwest Academy Strategy Chart (MASC). A decision maker is an individual that has been elected to occupy a seat with either a City Council, Board of Supervisors, or Tribal Council, that has the power to pass or reject your proposed policy. Completing the matrix should be done after you have assessed the political environment of the policy campaign’s jurisdiction. Once complete, the matrix will be very helpful in determining if the decision makers are undecided, a supporter, or an opponent. The undecided decision makers will become the focus of the work and resources used by the campaign.



To have a successful campaign, it is critical to know the personal and professional background and relevant interactions of the selected decision makers. Questions for consideration include:

- What relationships do they have with other decision makers?
- How do they interact with their community?
- How are they perceived by their constituents?

Answering these questions is important to better understand the decision maker’s present and potential position to the policy effort.

## ***Policy Record Review***



A complementary tool to the matrix is the Policy Record Review (PRR) which can be found on the Tobacco Control Evaluation Center’s website. Completing a PRR is required for all policy campaigns and is used to collect background information on the historical position of an individual decision maker and/or an entire decision-making body, such as a City Council. For example, the voting records of key decision makers discovered through the process of completing the PRR will increase understanding of the political temperature of decisionmakers on other related issues, not solely tobacco control policy.

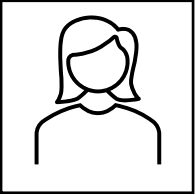
Following is a sample of a completed Decision Maker Matrix and a fillable worksheet can be found on our website.

California Tobacco Endgame Center for Organizing and Engagement  
A Project of the American Heart Association  
California Department of Public Health.  
Funded under contract # 19-10090

[organizingtoendtobacco@heart.org](mailto:organizingtoendtobacco@heart.org) | [organizingtoendtobacco.org](http://organizingtoendtobacco.org)

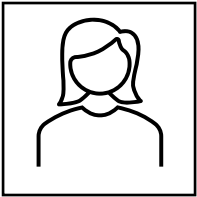
*Need help? Submit a request for assistance through our Community Engagement Support Gateway on our website.*



Decision Maker	Policy Position	Research & Notes	Allies & Affiliations
<p>List everyone on the City Council</p>	<p>Individual's likelihood of support.</p>	<p>List all the information you have about the decision makers. Include things such as: vote record, family, occupation, interests, education, and campaign platform.</p>	<p>List all the organizations, individuals, or clubs your decision maker are affiliated with. This will also help with recruitment strategy.</p>
<p><b>[Councilmember Name]</b> District #</p>  <p><b>Contact Information</b> councilmemberA@example.com (###) ###-#### ext. ##</p> <p><b>Term Dates</b> 03/2018 – 11/2022</p> <p><b>Running for another term?</b> Yes</p> <p><b>Social Media</b> Twitter handle Instagram handle Facebook link LinkedIn</p>	<p><b>Yes:</b> likely to support the issue</p> <p><b>No:</b> likely to oppose the issue</p> <p><b>Undecided:</b> if the individual is undecided</p>	<p><b>Past Voting Record</b></p> <ul style="list-style-type: none"> <li>• <b>Support:</b> City Ord No 2008-15 prohibiting smoking in City parks</li> <li>• <b>Support:</b> Resolution 2012-54, City Council resolution to foster a healthier City by encouraging residents, visitors, and business to eliminate secondhand smoke in outdoor areas</li> <li>• <b>Support:</b> City Ord No 2010-08 taxing sugary sweetened beverages</li> <li>• <b>Oppose:</b> City Ord No 2013-18 permitting marijuana businesses</li> </ul> <p><b>Family Life</b></p> <ul style="list-style-type: none"> <li>• Spouse/Partner: Name, Graduated from a local University, Professor of Public Policy</li> <li>• Three children who attend local elementary and middle school</li> <li>• Both parents are involved with their local elementary PTA</li> </ul> <p><b>Occupation</b></p> <ul style="list-style-type: none"> <li>• CA State Legislature - worked for former Assemblymember B (AD-##)</li> <li>• Community Services Commissioner, Appointed position (2007–2009)</li> </ul> <p><b>Interests</b></p> <ul style="list-style-type: none"> <li>• Enjoys walking and hiking, gardening, and has a menagerie of pets.</li> <li>• Volunteers in various community-based organizations.</li> <li>• Works with the Kiwanis Club at Monday Night Concerts in the Park.</li> </ul> <p><b>Education</b></p> <p>Alumnae of local high school and local university with MA in Liberal Arts.</p> <p><b>Campaign Platform</b></p> <p>“The future of our City demands that we invest in our infrastructure and our citizens, and one of the ways we need to do that is by attracting vibrant new businesses that generate sales tax that fit the needs of our community.”</p> <p><b>Other</b></p> <p>Yoga teacher at a local community college and an active volunteer in community and schools.</p>	<p><b>Current Affiliations</b></p> <ul style="list-style-type: none"> <li>• Boys &amp; Girls Club</li> <li>• Kiwanis Club</li> </ul> <p><b>Past Affiliations</b></p> <ul style="list-style-type: none"> <li>• Past-Chair of the Library Task Force</li> <li>• Past-President of the Friends of the Public Library</li> <li>• Past-Treasurer and Past-President of The Educational Foundation</li> <li>• Founding member and Past-President of Community Active Living Society</li> </ul> <p><b>Political Allies</b></p> <ul style="list-style-type: none"> <li>• Congressman Name</li> <li>• County Supervisor Name</li> <li>• Assemblymember Name</li> <li>• Chair, Local Democratic/Republican Party</li> </ul>



Ready to do one yourself? See [organizingtoendtobacco.org](http://organizingtoendtobacco.org) for a blank fillable worksheet like below!

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<p>List everyone on the City Council</p>	<p>Individual's likelihood of support.</p>	<p>List all the information you have about the decision makers. Include things such as: vote record, family, occupation, interests, education, and campaign platform.</p>	<p>List all the organizations, individuals, or clubs your decision maker are affiliated with. This will also help with recruitment strategy.</p>
<p><b>[Councilmember Name]</b> District #</p>  <p><b>Contact Information</b> [Email] [Phone]</p> <p><b>Term Dates</b> [MM/YYYY – MM/YYYY]</p> <p><b>Running for another term?</b> [Yes/No/Unknown]</p> <p><b>Social Media</b> [Twitter handle] [Instagram handle] [Facebook link] [LinkedIn]</p>	<p>[Yes/No/Undecided]</p>	<p><b>Past Voting Record</b></p> <ul style="list-style-type: none"> <li>• [Add text]</li> <li>• [Add text]</li> <li>• [Add text]</li> </ul>	<p><b>Current Affiliations</b></p> <ul style="list-style-type: none"> <li>• [Add text]</li> <li>• [Add text]</li> </ul> <p><b>Past Affiliations</b></p> <ul style="list-style-type: none"> <li>• [Add text]</li> <li>• [Add text]</li> <li>• [Add text]</li> </ul> <p><b>Political Allies</b></p> <ul style="list-style-type: none"> <li>• [Add text]</li> <li>• [Add text]</li> <li>• [Add text]</li> </ul>

