Activity 7: Evaluate Feedback on Communication Campaign

Goals

1. Evaluate how well your communication campaign was received

Prerequisites

Activity: Articulating the Case for Change

Who Should Participate?

TK

Length

60-90 minutes

Activity Instructions

1. Assess whether execution went according to plan

2. Evaluate the effectiveness of the communication plan

3. Document lessons learned

Category 1: Did Everything Go According to Plan?

1. Did you articulate a specific message?

2. Did you identify specific primary targets and secondary audiences?

3. Did you identify specific channels and formats for primary targets?

4. Did you identify specific channels and formats for secondary audiences?

5. Did you craft specific messages for specific groups (if relevant)?

Category 2: How Effective Was the Strategy?

1. Do you have metrics for where it was sent such as direct contact, blogs, listservs?

2. Do you have metrics for open rates for email communications?

3. Did you include a feedback mechanism?

   a. Consider a quick poll/survey - did they support the changes? What concerns did they have? Did they change their behavior, i.e. participate in new governance?

4. How well did the specific stakeholder groups act on the message?

   a. Are there measurable outputs, e.g. how many signed up for an informational webinar or clicked on a blog link?

5. Did you consider other methods of feedback - individual contacts?
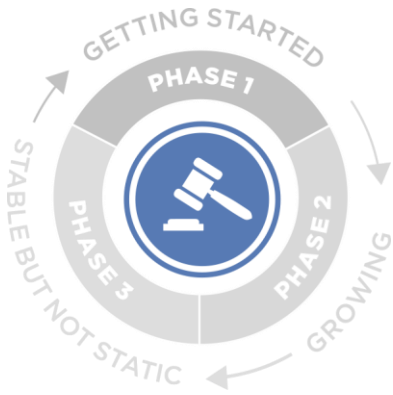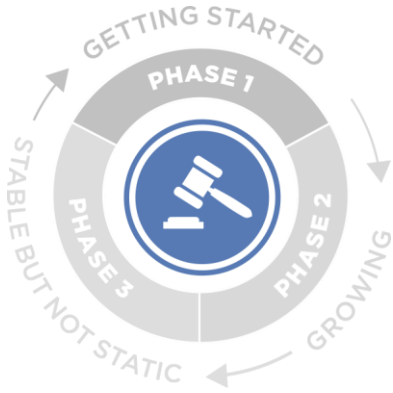
GOVERNANCE

Phase I: Establishing Governance

Activity: Evaluate Feedback on Communication Campaign

Category 3: Document Lessons Learned

1. What went well and is worth repeating again?

2. What would you do differently?

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