

GOVERNANCE

Phase I: Establishing Governance



Activity 7: Evaluate Feedback on Communication Campaign

Goals

 Evaluate how well your communication campaign was received

Prerequisites

Activity: Articulating the Case for Change

Who Should Participate?

ΤK

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

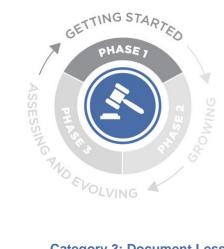
Category 1: Did Everything Go According to Plan?

- 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?

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Category 3: Document Lessons Learned

- 1. What went well and is worth repeating again?
- 2. What would you do differently?



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