Activity 7: Evaluate Communication & Engagement Plan

Goals

1. Evaluate how well you were able to implement your communication and engagement plan

2. Determine gaps and identify how to improve

Prerequisites

CE Activity 6: *Create a Communication & Engagement Plan* (or equivalent)

Who Should Participate?

Program staff (operational expertise)

Length

60 Minutes

Helpful Resources

- https://ctb.ku.edu/en/table-of-contents/evaluate/evaluate-community-initiatives/measure-success/main

- https://ctb.ku.edu/en/table-of-contents/evaluate/evaluate-community-initiatives/monitor-progress/main
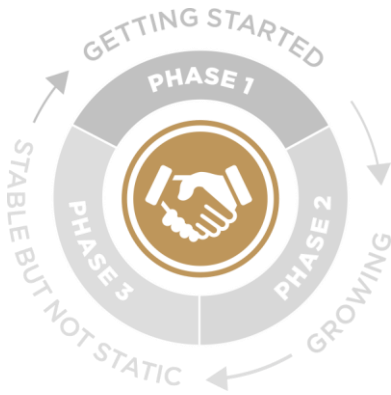
Activity Instructions

Program staff can conduct evaluation and share results with pertinent stakeholders.

1. Answer the questions below to assess whether your communication and engagement execution went according to plan. You can also evaluate each facet of the plan separately.

2. Evaluate the effectiveness of the plan

3. Document lessons learned and areas of improvement

4. Incorporate improvements into the Communication and Engagement Plan

How Effective Was the Implementation?

Give a score between 1 – 5 for each element below. 5 is the highest score.

1. Were you able to involve new people (outside the Outreach Committee) in the execution of the plan?

2. Do you have metrics for where communications were sent such as direct contact, blogs, listservs?

3. Do you have good open rates for email communications?

   a. Open rates can vary widely by community and campaign, but an average open rate is between 15-25% and the higher the rate, the wider the reach

4. Did you include a feedback mechanism?

5. Consider a quick poll/survey. Did recipients change their behavior, i.e., participate in something?

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

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

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

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Add up your score and see what you may need to rework or improve.

Score

6-12:   You may need to reconsider your plan or how you can improve effectiveness

13-23:   You have some areas you can continue to improve upon

24-30:   Keep up the good work!

Also consider

- What went well and is worth repeating again?
- What would you do differently?
- Do you want to schedule an annual review of the plan?
  - As you grow, review the original priorities, and consider whether new groups or activities need to be incorporated and determine new tools.
  - Do you need to support different languages, customs, time zones, or skill sets?
  - Do you need to participate with different conferences in adjacent communities?
  - Consider the time and resource commitment for sustaining any new tools created
    - Is this a tool that would replace something else?
    - Do you or others have time to add the maintenance of this?

Output

- A sense of how well you were able to implement your communication and engagement strategy
- Identified gaps and ways to improve

Next Steps: Modify your Communication and Engagement Plan according to gaps identified and lessons learned