

Campus Grantee Communications Planning Worksheet, GLSMA Grantee Meeting, June 2014

<p>Planning Questions. (Note your answers and findings from data/research/theory that support these decisions, OR create questions you'll answer with data/research/theory.)</p>	<p>Source of research/data/theory that justifies decisions, OR how you will gather or review research/data/theory to answer your questions.</p>
<p>1. What's the CONTEXT? (<i>note: a & b are reversed b/c you already have a project plan.</i>)</p> <p>a. List one overall grantee project goal that might be advanced through communications during the next phase of your project.</p> <p>b. Problem/situation analysis related to that goal: What does local data and background research tell you about the problem or gap? What should be occurring that isn't? What efforts are already planned or underway to advance that goal? Note specific findings you have and/or additional questions to answer.</p>	
<p>2. WHY message? How can communications help advance this goal? What <i>specific</i> changes do you want to occur as a result of the messages? Note research/data/theory that justifies this choice or create questions to research that can inform your choice.</p>	

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3. WHO to influence? What specific audience(s) do you need to reach with messages to achieve your objectives? Why are they the best audience? Note research/data/theory that justifies this choice or create questions to research that can inform your choice.	
4. To DO what? What concrete, realistic actions do you want your audience to take? What evidence do you have that this is the appropriate call to action?	
Audience research: What research will you review or conduct to learn more about how the audience perceives this issue and various possible actions? List specific research questions to answer here.	<i>Note what groups you'll research and what methods you'll use to answer the questions you listed.</i>
<i>After completing your audience research, revisit your communications objectives, choice of audience, and intended action and make any needed changes based on your findings.</i>	

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5. WHAT to say? What content will increase the likelihood that THIS audience will perform THIS behavior? Summarize findings from your audience research that support these choices.	
6. HOW to reach them? What delivery channels best fit your audience and message? What do they read/watch/listen to? How do they get trusted information? What other efforts are needed to help them change? How do you know this information, or how can you gather data to find out?	
7. SO WHAT? How will you monitor and assess whether your messages worked? How can you monitor whether the messages were implemented as planned? How could you measure outcomes? If your outcomes do not seem measureable, consider whether your communications objectives and audience should be more specific.	