



Did it Work?

Communication Evaluation in 5 Steps

The best way to tell how an initiative worked is to define the goal *before the message is sent*. This way, the correct audience and outlets can be used to target and achieve outstanding results. The KRSD Communications Plan has details on this. Always consider where funding comes from. Is it budgeted? This is critical although it does not necessarily impact the success of an initiative.

1. What is the GOAL?

Define the specific objective or call-to-action of the communication program & the metric to track.

Is the
Call-to-Action
clear in the
initiative?

Goal/Call-to-Action:	Trackable Results
Attend an event	Attendance
Visit a web page for info	Traffic to the Page
Donate Funds	Funds Raised
Volunteer	Volunteer Volume

2. How does it benefit/involve the students?

3. Do benchmarks exist (historical or competitive) to compare?

4. How will an increase in communications impact the goal or compare to benchmarks?

5. Which audience should be targeted to achieve the goal?

How do we best hit that target - with which outlet? The KRSD Communications Plan outlines details on this.