Communications Assessment

The first step in creating a communications plan is assessing your organization’s current situation and establishing some preliminary objectives. By answering the following questions, you can create the necessary focus for a communications plan.

You will likely need to develop specific plans for each audience. For example, your communications plan to reach new members may be different than your plan to reach the media.*

**Establishing Goals**

What is your current situation? ______________________________________________________

What is your current communication style? _____________________________________________

Where do you want to be? What are you trying to accomplish by undertaking this plan?

_________________________________________________________________________________

_________________________________________________________________________________

Identify short-term and long-term actions to reach those goals. ____________________________

_________________________________________________________________________________

_________________________________________________________________________________

**Defining Audience**

Specifically list who you want to hear your message. _________________________________

_________________________________________________________________________________

How does your audience seek and receive information? ________________________________

_________________________________________________________________________________

*For media communication plans, identify specific people in the local media who may be able to help deliver your message, i.e., identify the editor or reporter who focuses on your issue and identify how best to reach them.
Identifying Messages
What is the purpose for reaching your audience? __________________________________________
What will resonate with your audience? ______________________________________________

Creating Plans
What are you prepared to invest to achieve your desired result? __________________________
Is anyone else communicating the same information, or have they in the past? Can you learn from them or partner with them to reach your audience?
________________________________________________________________________________

Specifying Timeline
Set a date or month for accomplishing your communication plan objectives (i.e., establish communications committee by Jan. 5, determine media sources by Feb. 1, create event flier by March 15, etc.).
________________________________________________________________________________

Identify who will be responsible for accomplishing these objectives.
________________________________________________________________________________

Evaluate
Regroup every so often to review your progress. This is a time to evaluate your plan’s effectiveness and make adjustments.


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