

# Communications Issues

Issue 09

*A Community Service of Harley House Consultants Inc.*



## Continuous Communications Evaluation Step 5 – Post Project Evaluation (Part 6 of 6)

### Introduction

At Harley House Consultants Inc. we believe in continuous evaluation. In Volume 07, Issue 1 edition we introduced readers to the concept of Continuous Communications Evaluation. In this issue we outline how to evaluate during the Post Project Evaluation Step. Over the past five editions of *Communications Issues*, we explored how to embed evaluation into each step of the communications management process. Each issue provides the reader with a brief description of the evaluation process and includes useful checklists.

### Step 5 – Post Project Evaluation

This edition explores the types of evaluation issues that would be examined during the Post-Project Evaluation Step of the Communications Management Process. The purpose of evaluating during this step is to determine the effectiveness of the communications strategy so as to demonstrate the contribution to the organization's objectives, and to document lessons learned.

If the campaign is properly planned, its evaluation is relatively easy. The evaluation of the activity is concerned with:

#### Communications Effectiveness

- Did the activity reach the intended target audience?
- Did the activity meet its communications objectives?

#### User Satisfaction

- Did the target audience find the activity to be informative and interesting?
- Did the activity address the requirements of the originator and the department?

#### Cost Effectiveness

- What is the cost per thousand reached?
- Was the activity produced within budget?

One of the keys to evaluating what a target audience learned from a communications campaign is to consistently measure the same knowledge, awareness, and understanding variables against those measured prior to the launch of the activity. As a result, the research conducted prior to the planning of the activity (e.g. a survey), or information collected in the public environmental analysis process, can be used to make pre- and post comparisons. It is important to remember, however, that information from a number of sources (both controlled and not controlled by the organization e.g. the media or a special interest group) may affect the target audience.

The impacts and effects of a communications activity should be monitored and assessed as the program is being executed. This monitoring will enable the department to adjust the communications activity (if possible) to make it more effective.

To aid in evaluating development activities, the Step 5 - Post-Project Evaluation Checklist is provided on the following page.

For more information on how Harley House Consultants Inc. can assist you in:

- Managing internal and external relationships with key stakeholder groups; and
- Improving the effectiveness of your organization's communications and consultation programs,

Please contact Dale Harley at 613-882-5684, or email [dale@harleyhouse.com](mailto:dale@harleyhouse.com)

*Making Communicators Better Managers—Making Managers Better Communicators*

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## 2. Continuous Communications Evaluation Step 5 – Post Project Evaluation (Part 6 of 6)

Criteria	Yes	No
<b>Part I – Communications Effectiveness</b>		
1. Did the strategy/output reach the intended audience?	<input type="checkbox"/>	<input type="checkbox"/>
2. Did the strategy/output communicate the objectives it was intended to address?	<input type="checkbox"/>	<input type="checkbox"/>
3. Were there “lessons learned” that could be applied to future strategies/outputs?	<input type="checkbox"/>	<input type="checkbox"/>
4. Was it determined how the strategy/output could have been improved?	<input type="checkbox"/>	<input type="checkbox"/>
5. Does the information in the strategy/output need to be revised and updated?	<input type="checkbox"/>	<input type="checkbox"/>
6. Were the results of the evaluation made available in time for them to be useful?	<input type="checkbox"/>	<input type="checkbox"/>
<b>Part II – User Satisfaction</b>		
7. Did the target audience find the strategy/output informative and interesting?	<input type="checkbox"/>	<input type="checkbox"/>
8. Did the strategy/output address the requirements of the organization?	<input type="checkbox"/>	<input type="checkbox"/>
<b>Part III – Cost Effectiveness</b>		
9. What is the cost per thousand reach?	\$	
10. Was the strategy/output produced within budget	<input type="checkbox"/>	<input type="checkbox"/>
11. Did the results of the strategy/output justify the cost?	<input type="checkbox"/>	<input type="checkbox"/>

