

Communications/Outreach - Needs Assessment Template

DESCRIPTION - Describe what you are seeking to do.

AUDIENCE

Define your audience or proposed audience? Who are the stakeholders you'd like to engage?

- Core audience:
 - Examples:
- Other audiences:
 - Examples:

How did you determine these are the 'right' people?

AUDIENCE NEEDS

What are your audience's needs?

How will outreach efforts meet those needs?

List any specific outreach strategies or communications products that you imagine will be required to meet them?

ORGANIZATIONAL NEEDS

Why should our organization (or agency or group) pursue this outreach effort? What do we hope to gain?

MEASURING SUCCESS

What are goals (quantifiable or other) for this outreach effort?

How will you know you have been successful? What are the criteria for success?

RESOURCES

Will this be a one-time effort, or will it be ongoing and require maintenance?

What kind of resources (e.g., staff, time, people) are needed to:

- 1) Develop/Create
- 2) Disseminate
- 3) Maintain
- 4) Ensure success

Describe your ideal project timeline.

RESEARCH

List similar projects that you know to exist and that could be used as resources in development of your efforts.