

Measuring Communications Results

Use this worksheet to guide your monitoring and evaluation efforts for communication.

What questions do you have that a communications evaluation practice can help answer?

How do you plan to use the information/data? Who is the audience for your evaluation?

SMART Communications Goal:

Confirm your goal is:

Specific Measurable Achievable Realistic Timebound

[SAMPLE]

Communications Goal:

Increase alumni engagement by 20% by the end of 2019

Strategy #1:

Strengthen involvement and participation for events

Tactics	Measure of Success	Data Collection
#1 Send targeted emails and include a discount code for event registration	25% open rate, 18% click thru rate to event registration, 10% increase in online event sign ups	Mailchimp e-newsletter analytics
#2 Develop Twitter, Instagram, and Facebook content tailored to alumni interests	25% increase in likes and shares	Facebook analytics
#3		

Strategy #2:

Tactics	Measure of Success	Data Collection
#1		
#2		
#3		

Strategy #3:

Tactics	Measure of Success	Data Collection
#1		
#2		
#3		