

DECI-2

Developing Evaluation & Communication
Capacity for Information Society Research

Research Communication:
Step 12 Module: Tell the Story



ResCom Steps 12 adjusted to match UFE

1. Organizational readiness assessment.
2. Communication team readiness assessment.
3. Stakeholder analysis.
4. Situational analysis.
5. Defining communication purposes.
6. Defining communication objectives.
7. Methods and media.
8. Field testing.
9. Implementation of strategy.
10. Assess effectiveness.
11. Institutionalization of ResCom.
12. Tell the story.

How do we tell the story?

- The DECI-2 team will assemble a group of potentially interested decision makers. This will be a mixed group coming from donors, academics, heads of research institutions and civil society organizations.
- This “circle of users” will be brought together twice a year either physically or virtually to listen to individual project struggles and stories; to share concepts and ideas and to discuss next steps.
- The idea complements Step Eleven above – involve potential key decision makers on the learning journey from the outset to involve them in a gradual acceptance and enthusiasm for this approach to research and development.

Module summary

Tell the story

- Central to Research Communication is the engagement of research users early on.
- DECI-2 will 'walk the talk' by engaging a "user circle".
- DECI-2 will actively seek a mixed group of 'users' including practitioners, researchers, evaluators, and donors/