

# DECI-2

Developing Evaluation & Communication  
Capacity for Information Society Research

---

*Research Communication:*  
**Step 1 Module: Organizational Readiness  
Assessment**



# 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.

# Organizational readiness

---

- What do we mean by ‘readiness?’
- How do we know when an organization is ‘ready’ to manage a communication strategy?
- What challenges do you foresee in responding to these questions?
- To what extent is communication recognized as an organization-wide responsibility at all levels?
- Are there existing relationships between researchers and policy makers

# What is in place to make this possible?

---

- Has there been any **Communication Strategy** before?
- Are there **staff assigned** to carry out the Communication Strategy?
- Is there a **budget** to cover the design and implementation of the strategy?
- Is a suitable **amount of time allocated** as part of the project work plan for developing and implementing the strategy?
- Are there **existing relationships** between staff and policy makers?

# What does it mean to be ready?

---

- Do the **different actors** within the organization have clarity around what the communication initiative is for? **What is the intent(S)?**
- Are they **open to a wider view** of the communication process?
- Does the project/organization have **staff, time and budget** to make it possible?
- Is there **buy-in to the idea of adding rigor** to communication practices so that the organization can learn from its experience?

# Communication purposes

---

- A research project or will have several **communication purposes** (or intents)
- A project's communication plan will address all of its communication purposes

*Example: “providing evidence to policy makers” is about advocacy communication; while “networking with practitioners” is about participatory engagement. **Both will be part of a single communication plan.***

# Communication purposes

---

The combination of purposes is the foundation of a **Communication Plan**; while distinct each can complement the other.

In Research Communication, engaging the users of the research early on is a most important communication purpose; getting them to help shape the research itself is a desirable first step

# Module summary

---

## Readiness includes:

- Organizational commitment and culture (buy-in)
- A felt need based on project and/or organization intentions
- Logistical factors: staff, budget, time-lines