

DECI-2

Developing Evaluation & Communication
Capacity for Information Society Research

Research Communication:
**Step 2 Module: Communication Team
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.

Team readiness

- What is their background and training?
- Is the team interested in the approach?
- What work experience do they have in this area?
- Is the team able to divide its work into different intentions / functions?
- In what areas does the team require further training?
- Could the team benefit from short-term outside consultants?
- Do they have experience hiring and managing external consultants?

Communication team

Activities / responsibilities to allocate:

- Overall management of the communication plan
- Research tasks
- Contracting & managing outside specialists
- Materials / media design, testing, production
- Dissemination
- Evaluation

How to support small or single person 'teams'?

Since engaging USERS of research EARLY on is a priority, it is important to find out whether the RESEARCHERS are willing to work with the communication team in doing this as a priority.

Module summary

Team readiness includes:

- Staff and/or consultants that are available, budgeted, committed
- Experience and background in a number of related fields (adult education, training, participatory methodologies; Web 2.0, group or mass media; facilitation and conflict management; writing, journalism, public relations and advertising, etc.)
- Willingness to learn new methods and skills through practice
- Developing a plan to cover the main activities