

DECI-2

Developing Evaluation & Communication
Capacity for Information Society Research

Research Communication:
**Step 6 Module: Defining Communication
Objectives**



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.

Defining communication OBJECTIVES

What is needed to formulate a **'SMART'** Communication Objective?

- A baseline as well as a set of outcome indicators.
- A framework to organize the indicators (see Step 10 Assessing effectiveness for an example).

SMART stands for Specific; Measurable; Achievable; Realistic; Timely.
+ it prompts the mind to begin thinking about how to achieve it....

There is also scope for a complementary approach where emphasis is on indicators that are agreed upon with stakeholders... so that they are Subjective, Participatory, Interpreted, Communicable, Empowering and Disaggregated (SPICED).

Exercise

Can you formulate an Objective based on the following?

- Networking Intent/Pillar: interact with the community of interest around this research topic in [country/region]; stay connected with the current trends in the policy community.

Example: To become a recognized hub in the ABC community within 12 months to the extent that we get invited to the XYZ events, receive # requests / month, and are followed on Twitter by # readers.

Example

Pillar: Policy communication through stories and strategic planning.

OBJECTIVES:

- Make the relevance of the NAADS programme apparent to all interest stakeholders
- Make the NAADS' mechanisms and procedures known, especially as they evolve
- Make the NAADS' learning process known, especially the mechanisms for listening to feedback
- Make the NAADS' progress known, especially the sequencing of events.

Ramírez, R. 2003. *The National Agricultural Advisory Services Communication and Information Strategy*. Uganda: NAADS.

Elements of a Communication Strategy

- Main pillars: “grouped intentions” .
- Communication objectives to translate the pillars into work plans.
- For each pillar: identify the stakeholders, methods and channels
- Budgets timelines, outcome indicators.
- Terms of reference for team members and contractors.