

DECI-2

Developing Evaluation & Communication
Capacity for Information Society Research

Research Communication:
**Step 11 Module: Institutionalization of
Research Communication**



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.

Institutionalization of ResCom

- Did the project **involve senior management** of each organization from the planning stages through to implementation and assessment?
- Did the team ask for input and suggestions and involve them in active participation as a means to get ' **buy in**' and long-term commitment to the process?
- Does the project have **compelling outcome evidence** to demonstrate the value of this effort?
- Did the researchers gain **communication skills**?

Evidence of learning within

- What **new attitudes** about Communication have emerged among senior management, and staff at different levels? How are they manifested?
- What **new skills** have been acquired?
- What are the significant **changes in procedures, structures, roles, and performance measures** that demonstrate institutionalization?
- What evidence is there that Communication has begun to change the **organizational culture**?
- What evidence is there to link effective communication with **increased research impact** or the **realisation of project objectives**?

Module summary

Institutionalization of Research Communication:

- To what extent is there buy-in among senior management to Research Communications?
- What types of evidence did we gather to demonstrate a significant contribution to project outcomes?
- Have the above led to a detectable change in organizational culture?

Buying into ResCom is like learning a new language,
it takes time.