



# **RACE: Communication and Evaluation**



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# RACE

- Research and goals inform your work
- Built-in evaluation cycle insures effective practice and continuity
- Aligns PR with district priorities
- Permission to abandon
- Elevates understanding and support for the PR function

# RACE

## RESEARCH

Up front analysis of where your organization and department stand with the audiences you need to reach

## ANALYZE AND PLAN

Determine the desired changes in awareness, knowledge, opinion and behaviors with target audience; Plan strategies to effect those changes

## COMMUNICATE

Key messages, tools and tactics, resources, responsibilities

## EVALUATE

Determination of whether desired changes occurred

## SCOPE OF PLAN

Entire program  
Specific areas of accountability  
New initiatives  
High stakes/priority areas

# RACE/RPIE

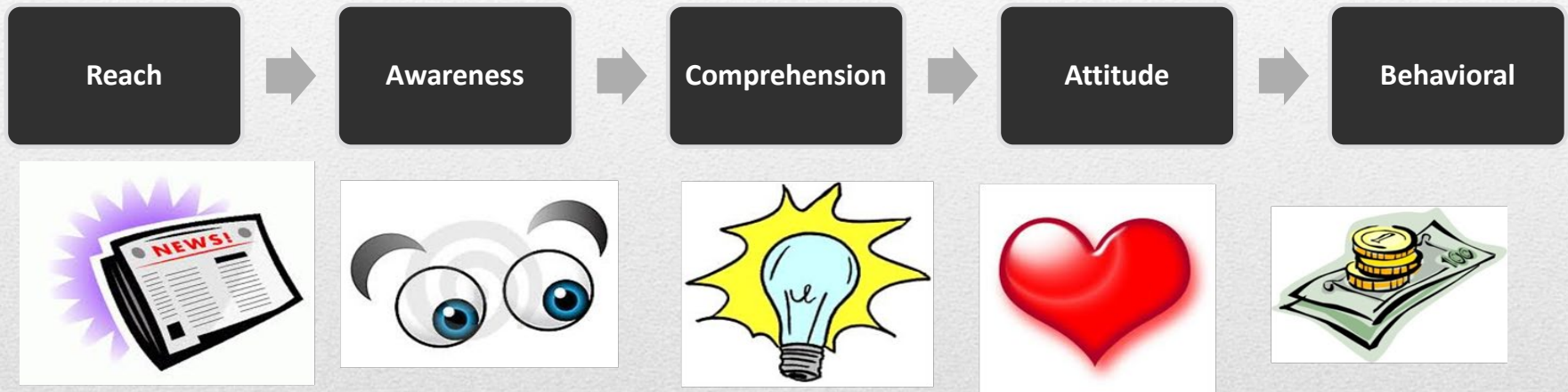
## COMMUNICATE: Implement the Plan



*Hope is not a strategy.*

# RACE/RPIE

## Organize the Madness



Open Houses – Websites – Newsletters – Talking Points – PTA Meetings  
District Calendar – Media Relations – Photos – Finance Referenda – Videos  
Tax Pact Organizations – Internal Communications – Key Messages  
Twitter – Facebook – Instagram – YouTube – Pinterest – Automated Messaging  
Emails – Advocacy – Customer Relations – Parent/Family Communications  
Staff Training – Crisis Communications – Board of Ed Meetings  
And, And, And....

# RACE/RPIE

## Essential Components

- Audiences
- Messages
- Strategies
- Tactics
- Materials
- Timetable
- Budget

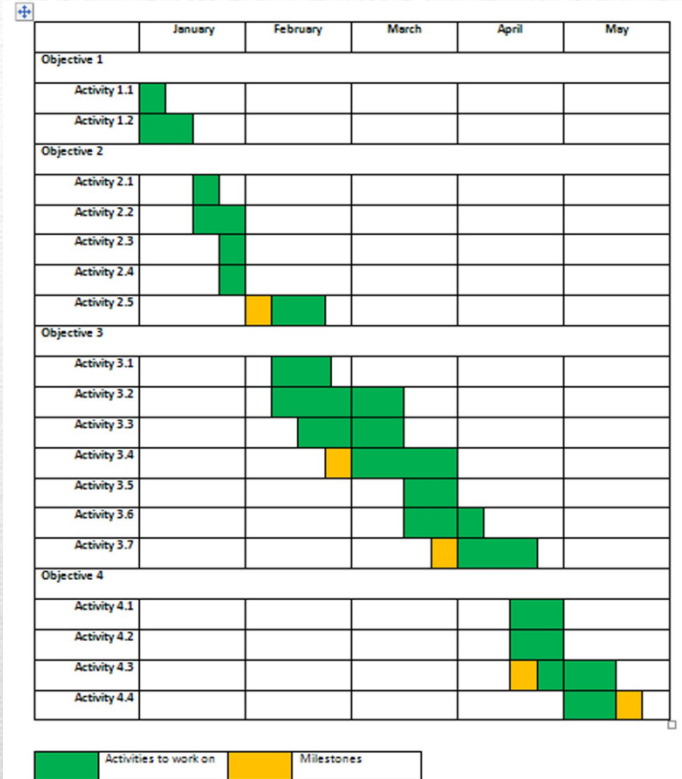
**WHO is going to...  
do WHAT,  
with WHAT,  
by WHEN,  
and at what COST??**

# RACE/RPIE: GANTT

GANTT Chart over the first 3 months

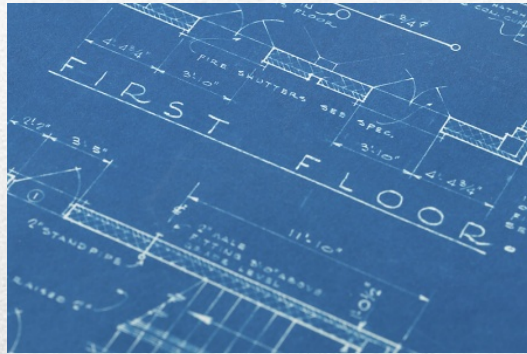
Campaigns	First Month				Second Month				Third Month				Cost £	ROI
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4		
Search Marketing			X					X					770	
Permission marketing			X		X						X		1,155	
Viral marketing							X		X				770	
Great Content	X	X							X				1,155	
Direct Mail List Promotion						X							385	
Online PR, blogs, wikis				X							X		770	
<b>Cost first month</b>													<b>4,620</b>	
Online Partnerships		X	X						X				1,155	
Landing pages				X					X				770	
Directory submissions				X						X			385	
Interactive ads			X	X					X				1,155	
Podcasting, videocasting								X					385	
Mobile marketing												X	385	
<b>Cost second month</b>													<b>4,620</b>	
Interactive mapping							X						385	
Sales promotion materials	X	X						X					1,155	
PR and advertising						X				X			770	
DM and Merchandising						X	X						770	
Market research	X											X	770	
New Product Development												X	385	
<b>Cost third month</b>													<b>4,620</b>	

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## Checklist – Online Project Management Tool - Calendar

# RACE/RPIE



**Roadmap – Blueprint – Manual**  
*Easily Assumed by Someone Else*





# RACE/RPIE

## Assessing

- Identify and prioritize publics & segments?
  - Can the public help, hinder or hurt?
- Articulate strategies?
  - Military definition – general approach
- Identify appropriate messages & spokespersons?
  - Mission, goals, objectives, ethics, perceptions, trust
- Identify most appropriate tools & tactics?
  - Time, reach, ethics, right blend
- What is included and what does it cost?
  - Staff time, materials, out-of-pocket expenses (printing, web hosting)

## The **Value** in **Evaluation**

**“In God We Trust,  
All Others Bring Data.”**

*- W. Edwards Deming*

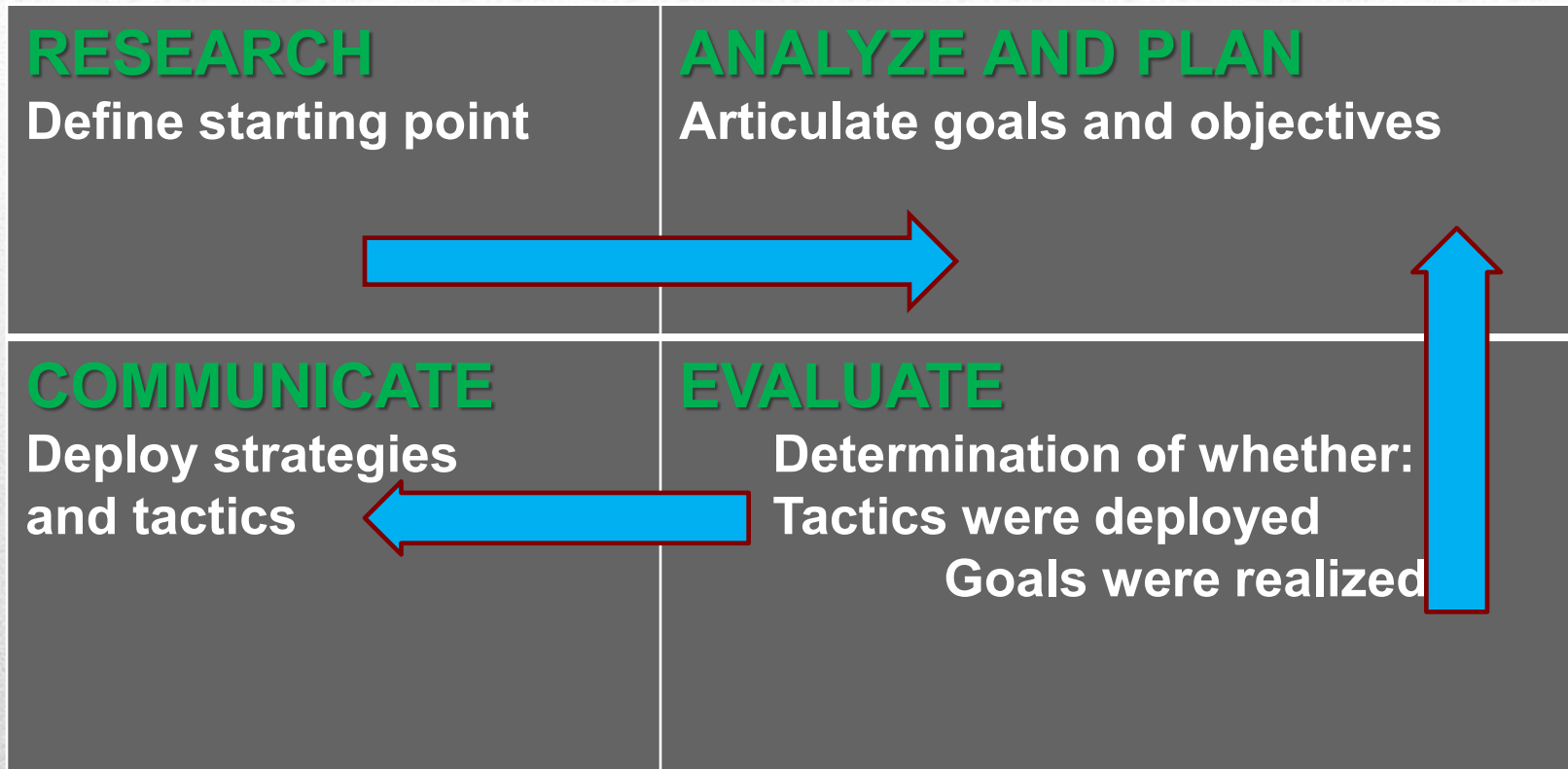


# **The Value in Evaluation**

## **PR Industry Trend: Barcelona Principles 2015**

- 1. Goal Setting and Measurement Are Fundamental to Communication and Public Relations**
- 2. Measuring Communication Outcomes Is Recommended, Versus Only Measuring Outputs**
- 3. The Effect on Organizational Performance Can and Should Be Measured Where Possible**
- 4. Measurement and Evaluation Require Both Qualitative and Quantitative Methods**
- 5. AVEs are not the Value of Communication**
- 6. Social Media Can and Should be Measured Consistently with Other Media Channels**
- 7. Measurement and Evaluation Should be Transparent, Consistent and Valid**

# EVALUATION



**Clear Goals & Objectives = Clear Evaluation**

# The Value in Evaluation

<b>GOAL</b>	<b>OBJECTIVE</b>
<b>Longer term</b>	<b>Shorter term</b>
<b>Broader in focus</b>	<b>Narrow focus</b>
<b>Relates to problem/challenge</b>	<b>Relates to tactic</b>
<b><u>Outcomes Oriented:</u> Future state of being; Change in attitude, perception, awareness, actions</b>	<b><u>Process Oriented:</u> Describes the activity that will take place to bring about the change that leads to the GOAL</b>

# The Value in Evaluation

<b>OUTPUT Measure</b>	<b>OUTTAKE Measure</b>	<b>OUTCOME Measure</b>
<b>What you put out to target audience (tactics)</b>	<b>What audience now understands as a result of the tactic</b>	<b>What changes occurred relative to articulated goal</b>
<b>Impact on Media/ Channels</b>	<b>Impact on Audience</b>	<b>Impact on Organization</b>

# The Value in Evaluation

Sample OUTPUT Measures	Sample OUTTAKE Measures	Sample OUTCOME Measures
<ul style="list-style-type: none"> <li>• eNewsletters</li> <li>• eBlasts</li> <li>• Text message campaigns</li> <li>• Blog posts</li> <li>• Presentations</li> <li>• Talking points</li> <li>• Social media posts/reach</li> <li>• Feature stories</li> <li>• Fact sheets</li> <li>• Open houses</li> <li>• Town hall meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness levels</li> <li>• Knowledge/ Understanding levels</li> <li>• Attendance levels</li> <li>• Participation levels</li> <li>• Behavior levels <i>Likes, Shares, Retweets</i></li> <li>• Likelihood to recommend</li> </ul>	<ul style="list-style-type: none"> <li>• Reputation</li> <li>• Staff retention</li> <li>• Customer loyalty</li> <li>• Membership (NFP)</li> <li>• Student retention</li> <li>• Student performance</li> <li>• Patient Satisfaction</li> <li>• Financial support</li> <li>• Election outcome</li> </ul>
<p style="text-align: center;"><b>Measures Activities</b></p>	<p style="text-align: center;"><b>Measures Audiences</b></p>	<p style="text-align: center;"><b>Measures Organization</b></p>

## The Value in Evaluation

Sample OUTPUT Measures	Sample OUTTAKE Measures	Sample OUTCOME Measures
Publish and distribute 12 YMCA member electronic newsletters resulting in a 70% open rate.	Member attendance to the YMCA's Annual Gala will increase by 20%	Donations by members to the YMCA scholarship fund will increase to \$475,000 in 2019.
<b>Measures Activities</b>	<b>Measures Audiences</b>	<b>Measures Organization</b>



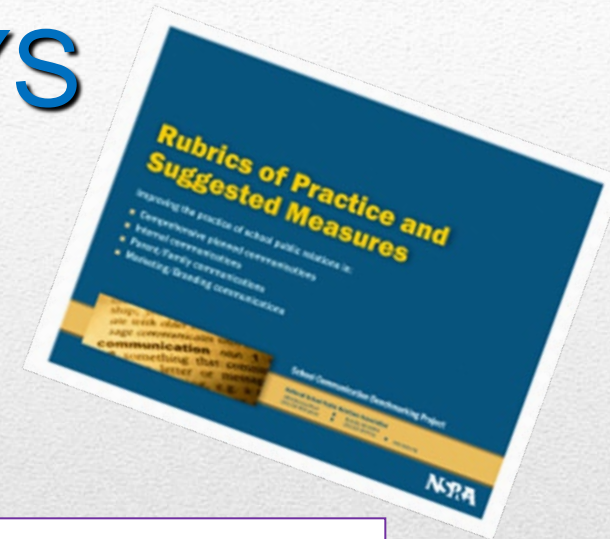
# The **Value** in **Evaluation**

If you want to know, **ASK.**

## The Value in Evaluation

# The POWER of SURVEYS

- Quantifiable
- Statistically reliable and valid
- Flexible and adaptive



- Commercial/External vs. Internal
- Communication Specific or Broader Focus
- Full Population or Representative Sample
- Mail, Electronic, Phone, In-Person
- Annual/Regular Schedule or One Time Only

## **The Value in Evaluation**

# **The POWER of FOCUS GROUPS**

- **Qualitative**
- **Assess changes in attitudes, opinions, perceptions, knowledge levels**
- **Can precede or follow quantitative**
- **Structure to hear from all audience segments**
- **Deep dive into WHY**
- **Goal is honest, accurate feedback**
  - **Protect anonymity**
  - **Trained facilitator**

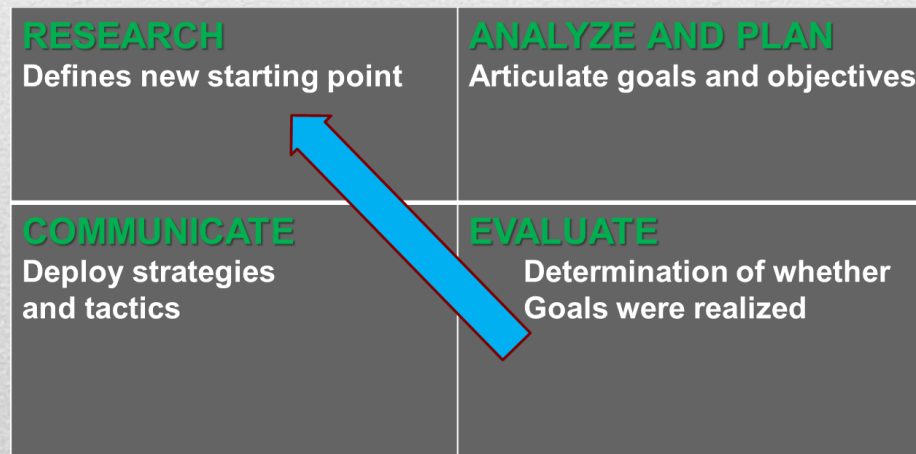


# The Value in Evaluation **Assessing**

- Evidence of appropriate application and understanding of Evaluation in plan.
- Evaluation should be linked to and articulated in objectives.
- Understand appropriate Evaluation
  - Outputs – Outtakes - Outcomes
- Include Evaluation in the plan and the budget.

# The Value in Evaluation

1. Verifies whether PR was effective.
2. Demonstrates return on PR investment.
3. Informs future PR strategies.



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