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Reasons to love the stats

- You can stop guessing and make informed decisions
- You can easily settle disputes
- You can focus your energy on the things that matter
- It's fascinating to learn about human behavior
- What gets measured gets done - and valued
- Demonstrates the value of your PR work


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Where it fits

Understanding the issue

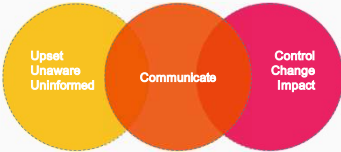
- How do you know you have a problem?
- What is the nature of the problem, challenge or opportunity?



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How do you know you have a problem you can address through communication?



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Rumble Strip

- How do you know if you're successful?
- What are the indicators along the way?
- At what point do you change tactics?

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The PR process

RACE
RPIE
10-Step

Phase	RACE / 8-Step	RPIE / 4-Step	10-Step
Situation	Research	Research	Project Goal
	Analysis	Analysis	Situation Analysis
Planning	Target Public	Target Public	Target Public
	Objectives	Objectives	Objectives
Implementation	Strategy	Strategy	Strategy
	Tactics	Tactics	Tactics
Evaluation	Structure	Structure	Structure
	Budget	Budget	Budget
Feedback and Program Adjustment	Message content	Message content	Message content
	Feedback and Program Adjustment	Feedback and Program Adjustment	Feedback and Program Adjustment

Step Description

- Define challenge, context, or opportunity - in a concise situation or message
- Describe desired situation and the path to get there, including qualitative, quantitative, financial, and/or behavioral measures
- What happens next?
 - Incentive and challenge forces
 - Risk, reward and/or effort and time
 - Anticipate/analyze how the program should reach and affect - don't forget internal audience
 - Communicate - design tactics, psychographics, behavioral-based message design
 - What should be achieved with each tactic to accomplish the program goal
 - How path - identify, behavior/action, measurement and feedback
- Challenge needed to achieve the commitment in the campaign
 - Message content that must be communicated to each audience to achieve the outcomes stated in the objectives
 - Message content that must reach the target audience
 - Specific work plan - needed for each strategy - website, email, brochure, graphics, press story, etc. (etc.)
 - Staff responsible for implementing each tactic
 - Frequency of events and overall materials
 - Goals of each tactic - don't forget time, identification, resources
 - How outcomes specified in the goal and objectives will be measured - eg. units, attendance, open rate, survey
 - How results will be reported to management teams and used to make the program better


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The PR process

Research

- Defining the issue
- Identifying the gap
- Collect information & feedback




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The PR process

Analysis/Planning

- Identify audiences – impacted and opinion leaders
- Identify their communication preferences
- Identify key message concepts
- Set measurable objectives*
- Define general strategies




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The PR process

Communication/Implementation

- Create your workplan
- Set up tactics, timeline, budget, staff
- Develop specific audience and tool messaging




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The PR process

Evaluation

- Set up systems of measurement tied to objectives
- Monitor
- Adjust



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Research

- Types of data
- Potential sources
- Sample questions

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Research Myths

- Doesn't have to be done outside or be expensive
- Doesn't have to be done specifically for your topic
- Doesn't have to involve a lot of extra work
- Does require some creativity
- Does require you to be aware of your biases

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Types

Primary/Secondary

- Who conducted the research?

Qualitative/Quantitative

- Words or numbers?

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Primary/Secondary

Primary - You collected the information

- Survey of your families or staff
- Count of the number of people who called about a specific concern
- Interviews with subject matter experts

Secondary - Someone else collected the information

- State or federal data on education issues
- City or neighborhood demographic information
- Regional academic data

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Qualitative/Quantitative

Qualitative - Difficult to quantify -feelings, words

- Focus groups
- Open-ended questions on surveys
- Observing behavior

Quantitative - Able to be quantified, stats

- Multiple choice, rating or true/false questions on surveys
- Counting the number of people who attend an event
- Enrollment numbers at a school or in a program

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Types

Formal/Informal

- Is it random? Can it be replicated?

Formative/Evaluative

- Will it help you decide what to do or whether it's being done successfully?

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Formal/Informal

Formal - equal chance, results can be replicated

- Automated phone system survey
- Online survey (as long as the entire population has access or survey is also provided in print)
- Documenting positive, neutral and negative press coverage based on pre-established protocol

Informal - Anecdotal or gathered by convenience

- Interviews with key influencers
- Focus groups to test messages or strategies
- Group meetings allowing public feedback

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Formative/Evaluative

Formative - discover more or preview messaging/tools

- Baseline survey of audience awareness, attitude or behavior
- Feedback on initial messaging and strategies
- Documenting historical enrollment trends

Evaluative - measures campaign against the objectives

- Post-campaign survey of audience awareness, attitude or behavior
- Measuring growth of enrollment after a campaign
- Measuring growth in event attendance over the year before

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Handout

Research Types

Research Types

Research doesn't have to be complicated. Below are the types of research and a few samples of what you may already have done - but maybe didn't call it research.

Primary - You or your organization collected the information

- Survey of your families or staff
- Count of the number of people who called about a specific concern
- Interviews with subject matter experts

Secondary - Someone else collected the information

- State or federal data on education issues
- City or neighborhood demographic information
- Regional academic data
- Information in journals

Qualitative - Difficult to quantify, audience feelings, words

- Focus groups
- Open-ended questions on surveys
- Observing behavior

Quantitative - Able to be quantified, multiple choice/hard data

- Multiple choice, closed or evaluate questions on surveys
- Counting the number of people
- Enrollment numbers

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Examples

	Primary	Secondary	Qual	Quant	Formal	Informal	Formative	Evaluative
School Visit	✓		✓			✓	✓	
CBEDS Review		✓		✓	✓		✓	
Transfer Surveys	✓				✓			✓
Historical Review		✓				✓	✓	
Advisory Panel	✓		✓			✓	✓	
Forums	✓		✓			✓	✓	
Survey	✓			✓	✓			✓

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Potential Sources

- Document every survey - what, when, how, contact
- Add questions to as many as possible
- Event/program question, how did you hear about this? (include on all sign-in sheets)
- Potential issue - turn reception office into a lab

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Potential Sources

- Borrow from outside agencies
 - Team up with neighboring districts
 - State or regional education, technology, communication stats
 - Area departments of health, zoning and planning

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Handout

Research Examples

Research Examples

As you prepare to develop your communications plan, hopefully there is some easily accessible information that you can use as the foundation for your plan. For example:

- What do you know about your potential audiences?
 - What kinds of communication platforms do they use?
 - Who do they trust on the topic you are trying to address with your plan?
- Where are they today in terms of awareness, attitude or behavior in the areas you are addressing with your plan?
- What kind information do you have about your organization that provides insight into your plan topic?

Research doesn't have to be complicated. Below are a few samples of what you may already have done - but maybe didn't call it research.


Survey	State strategic or communication plan
Focus groups	Interview with leader or influencer
Town hall meeting	PTO or advisory group member survey

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Potential Questions

- Communication methods?
- Influencers?
- Awareness, attitude or behavior?
- Trend information?



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Creating measurable objectives

What gives them bite?

- Time-bound
- Audience-specific
- Measurable action, perception, awareness



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Objectives Game

- Increase parent sign ups for online grading program by 30% between August and October of 2018
- Improve public perception of Jefferson Elementary
- Increase enrollment at Lincoln High School by 45 students before the 2017-2018 school year begins
- Increase participation in back to school night at district schools

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Measuring - Worksheet Approach

Gather every communication method in your organization

- Electronic
- Print
- In-Person
- Mass


List them all on a "worksheet"
Brainstorming & tracking

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Worksheet

- Brainstorming
- Decision-making
- Tracking
- Responding
- Reporting



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Measuring - Folder Approach

Save (almost) all emails
Organizes folders based on core services
Include a crisis folder
Count them up to provide stats




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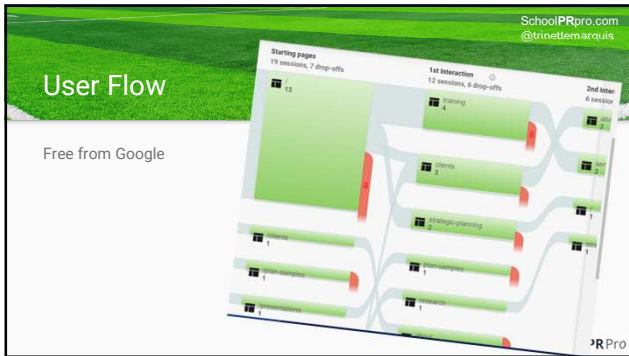
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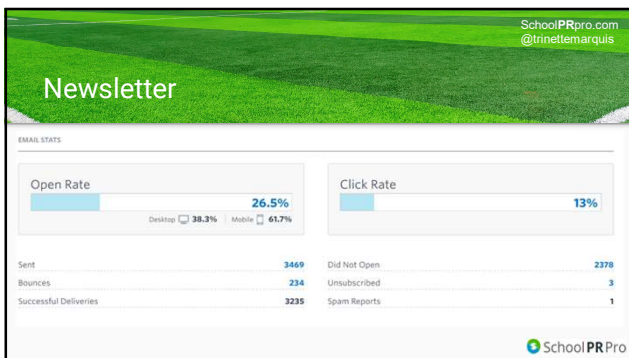
Analytics everywhere

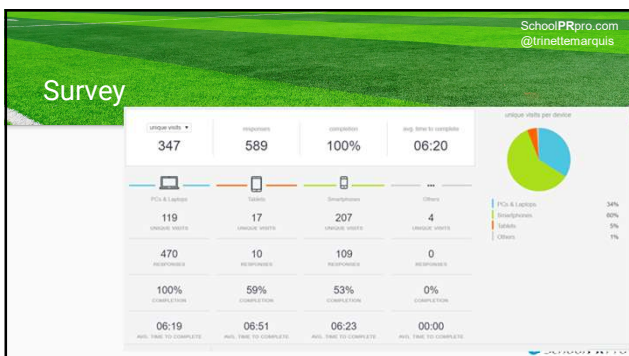
- Website
- Social media
- E-newsletters
- Automated calls
- Surveys
- Parent portals
- Paid media



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Slicing the data

- School, type of school
- Issue -effort and breadth
- Activity by month
- By tool/campaign
- Monthly and annual compilations



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Output measures

Increase family awareness of the budget crisis and engagement opportunities to 90 percent by January	▶ minimum of 7 independent impressions through multiple methods (Phone, web, flier x3, letter, email)
Collect feedback from at least 10% of affected families from by February	▶ 3,500 comments via forum comments, email comments, and phone survey votes, approx 18% of the potential audience of 19,000 households
Increase employee awareness of the budget crisis and engagement opportunities to 90 percent by January	▶ minimum of 4 independent impressions through multiple methods (Staff meetings, email, fliers posted at sites, association notifications)

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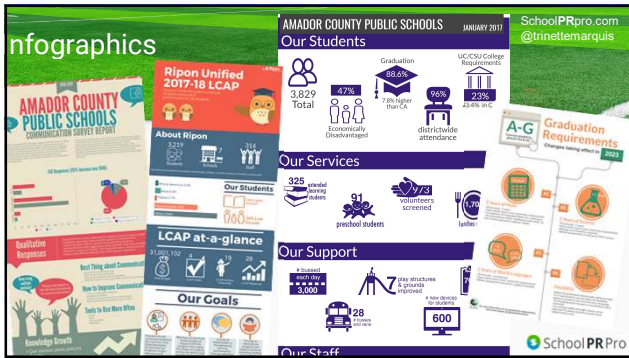
Reporting

- Making the numbers make sense
- Infographics
- Comparisons of things they can relate to

Talking about Money

One teacher/custodian salary
Their household budget
% of a dollar
One classroom annual budget
One school annual budget
One student – year, career

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Reporting on your efforts

- Monthly/annual report to Sup and Board based on stats
- Annual Report posted on your department web site, linked to in eNews, etc.
- Create a printed one-pager that is always available in your office
- Internal training sessions
- Social media
- Use the valuable closed session waiting time

Don't forget the important stuff

- Data can't calm an upset parent
- Data can't build better relationships
- Data can't increase trust
- Data can't keep you healthy and balanced

It CAN help you focus on impact so you have more time for those things.



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Documents & Your Tips/Questions?

- Research Types
- Research Ideas
- Worksheet
- PR Process
- This PPT
- Mailing list for online course and book

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