STRATEGIC COMMUNICATION I WORKSHEET (SC2A)

Module
Strategic Communication (SC)

Format
Worksheet

Purpose
This session contributes to the module learning objectives by giving participants an opportunity to practically apply lessons learned in the Strategic Communications I presentation. Here they will use their own research or data as a basis to identify a policy goal, target audiences, and communication objectives.

Time Required
- 30-45 mins.

Activity Description
This worksheet would typically be assigned as homework so that participants have ample opportunity to think through the key concepts. Before they leave for the day, explain each part of the worksheet and give examples of the type of content and level of detail that are required.

- **Policy Goal**: Remind them that this is the high-level goal they are aiming for, such as getting a budget line increased, having language changed or added in a policy, or securing financial and political commitment for particular projects or activities.

- **Audiences**: Encourage them to think through both primary audiences (those with the power to make the goal happen) and secondary audiences (those who can influence the primary audiences). They may not have enough information at this stage to identify specific people but you should still discourage them from being too broad and mentioning audiences like “education policymakers.” Push them to, at the least, identify relevant institutions or groups, such as the Ministry of Education or High School Administrators.

- **What is known about audiences**: Remind them that this is where they might need to do more research to find out what issues are of interest to their audiences, who they listen to, the types of decisions they’ve made recently, what their priorities are, etc. This exercise would take long to do in full, but encourage them to at least identify the type of information they would need to seek out to complete this section.
• **Communication Objectives:** Remind them that this section ties directly back into the model they learned about with the three elements that can help move the streams together to create a window of opportunity: policy learning, attention focusing, and policy community strengthening. Ask them to give at least one example for each type of objective. Policy learning—this objective would relate to how they will get policymakers to learn about the problem and solutions. Perhaps by hosting an event or creating a platform for ongoing dialogue. Attention focusing—how will they get attention on this issue? Maybe by reaching out to the media or writing a blog, for example. And what is needed to strengthen policy communities? Perhaps reaching out to more potential members or presenting new information to an existing group.

• **Expected Outcomes:** Explain that the outcomes they will list here are those that they can reasonably expect if they achieve the communication objectives. So if they host an event, perhaps a reasonable outcome would be that some high level decisionmakers are aware of the issue or that they expressed their support. By reaching out to the media, were articles written? How many people read or commented on the blog post? Have members of the coalition taken action to get your message heard? Remind participants that these will not be high-level outcomes, but are still great achievements that are stepping stones toward achieving the broader policy goal.

Participants initially struggle with these concepts and they will likely not be able to fully develop their ideas in this time period. That is okay. Encourage them to do as much as possible and to push themselves to at least think critically about what information they might need to know before they can fill this out completely and accurately.

**Key Learning Concept(s)**

• Identifying a policy goal, key audiences, and communication objectives/outcomes based on real data or research.

**Materials Needed**

• Strategic Communication Worksheet I