5 ▶ COMMUNICATIONS PLAN

Required reference materials

- Most recent communications materials, such as annual reports, newsletters, email update templates and circulated data reports

- Refer to the completed Module: The Six Core Components, 4. Training and Retraining

- Other communications materials, perhaps from other organizations, that you think are effective

What topics and questions will this module explore?

- How does your organization replace the habit of submitting to data governance with the habit of shaping data governance to make your experiences as practitioners known through various communications approaches, methods and tools?

How does this relate to data governance?

A key part of data governance is ensuring that your findings and lessons are shared internally throughout the organization and externally with stakeholders and funders and the families served by the organization. Being able to effectively communicate what you have learned from data ensures that staff members within the organization are on the same page about organizational strengths, participant needs and areas for improvement. In addition, effectively communicating data to funders enables them to develop an understanding of the organization's progress and areas of growth and need. Finally, being able to communicate data findings to participants as well as the broader public allows the organization to strengthen its social impact and advocacy, informing continual progress in the communities it serves.

1. Begin by thinking about three to five reasons your organization may benefit from an effective communications plan. Consider these prompts below and take notes in the space provided.

   ☐ Continuously improving the organization in areas including data collection, programming and data analysis

   ☐ Sharing data with community stakeholders, likeminded nonprofit organizations and participants/families to augment broader social impact, advocacy and community change

   ☐ Sharing data with funders to highlight progress and areas of persistent funding need

   ☐ Informing the organization's ability to stay abreast of best practices in the field

   1

   2

   3

   4

   5

Additional notes and comments:

2. What are the three to five most important insights your organization and the families you work with want to learn from your data? Why are these insights important? You may want to consider these prompts below and take notes in the space provided.

    You may also want to refer to the example communications materials you brought with you, to understand the objective and/or message in each of these materials.

    ☐ Is your organization making progress on the key areas of need presented by the families and children you work with?

    ☐ What are your organization's main strengths in the programming you deliver?

    ☐ Are there any success stories you can share and celebrate?

    ☐ What are some areas where you can deliver stronger or more targeted programming?

    ☐ Are there particular strengths you can communicate to your funders to show how far their support has taken us?

    ☐ Are the families and children you work with adequately reflected and represented in your organization's communications plans? Do they have enough of a voice here?

    ☐ Are you harnessing data sharing with families to better structure your approach to case management?

LESSON 1:

- How does this help improve your organization's programmatic and/or administrative practices?

- Based on your responses to Q1, why is this change important, more broadly? For example, how can this point of data communications insight be leveraged to drive change related to your organization's best practices, policy/advocacy, social impact and the families you serve?

LESSON 2:

- How does this help improve your programmatic and/or administrative practices?

- Based on your responses to Q1, why is this change important, more broadly? For example, how can this point of data communications insight be leveraged to drive change related to your organization's best practices, policy/advocacy, social impact and the families you serve?

LESSON 3:

- How does this help improve your programmatic and/or administrative practices?

- Based on your responses to Q1, why is this change important, more broadly? For example, how can this point of data communications insight be leveraged to drive change related to your organization's best practices, policy/advocacy, social impact and the families you serve?

LESSON 4:

- How does this help improve your programmatic and/or administrative practices?

- Based on your responses to Q1, why is this change important, more broadly? For example, how can this point of data communications insight be leveraged to drive change related to your organization's best practices, policy/advocacy, social impact and the families you serve?

LESSON 5:

- How does this help improve your programmatic and/or administrative practices?

- Based on your responses to Q1, why is this change important, more broadly? For example, how can this point of data communications insight be leveraged to drive change related to your organization's best practices, policy/advocacy, social impact and the families you serve?

Additional notes and comments:

3. Who needs to know about these key features and insights from your data? Think about the following suggestions, and feel free to add more in the space provided.

☐ Board of directors/trustees

☐ Administrators/organizational leaders

☐ Staff members

☐ Participants/participants' families

☐ Donors

☐ Public officials

☐ Organizations with similar missions

☐ Others:

☐ _____

☐ _____

☐ _____

☐ _____

Now, based on your responses, brainstorm some ideas about how your organization and the communities you serve could benefit if each of these individuals/stakeholders had access to your data-sharing communications.

You may want to refer to the example communications materials you brought with you and to reflect on how the target audience may have received these and how this in turn may benefit your organization.

If _____ *(fill in based on responses above)* had access to our data communications, our organization/communities we serve *(select one)* would benefit because

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If _____ *(fill in based on responses above)* had access to our data communications, our organization/communities we serve *(select one)* would benefit because

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If _____ *(fill in based on responses above)* had access to our data communications, our organization/communities we serve *(select one)* would benefit because

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If _____ *(fill in based on responses above)* had access to our data communications, our organization/communities we serve *(select one)* would benefit because

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If _____ *(fill in based on responses above)* had access to our data communications, our organization/communities we serve *(select one)* would benefit because

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If _____ *(fill in based on responses above)* had access to our data communications, our organization/communities we serve *(select one)* would benefit because

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Additional notes and comments:

4. What is the best approach to reaching the parties identified in Q3? You may want to think about the following strategies of communications and complete the activity below.

☐ Organizationally circulated email/report

☐ Organization meeting

☐ External email/report

☐ Annual report

☐ Multimedia (e.g., website, video, calls)

☐ Community meeting/gathering

☐ Data walk

☐ Other _____

The best strategy(ies) to reach _____*(fill in stakeholder identified in Q3)*
would be _____, because
_____
_____
_____

The best strategy(ies) to reach _____*(fill in stakeholder identified in Q3)*
would be _____, because
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The best strategy(ies) to reach _____*(fill in stakeholder identified in Q3)*
would be _____, because
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The best strategy(ies) to reach _____*(fill in stakeholder identified in Q3)*
would be _____, because
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The best strategy(ies) to reach _____ *(fill in stakeholder identified in Q3)*
would be _____, because

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_____

The best strategy(ies) to reach _____ *(fill in stakeholder identified in Q3)*
would be _____, because

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Additional notes and comments:

**DATA GOVERNANCE PROTOCOL TEMPLATE:
COMMUNICATIONS PLAN**

⊙ This is useful content to include as a part
of your final data governance protocol.

5. Based on your responses above, let's begin drafting a communications plan for three of the most
important strategies you outlined in Q4. In this activity, you will consider some key factors involved in
outlining a communications plan. Begin by choosing three of the most important approaches to sharing
communications you want to work on (e.g., annual report, website updates, email updates) based on
your answers to Q4.

Communication Strategy #1

a. Who will receive organizational communications through this strategy?

b. Who is responsible for carrying out this communications strategy?

- Who will draft the content?

- Who will design the content?

- Who will approve the finalized content?

- Who will send the communications out?

- Are there any other tasks and roles involved? What and who are they?

- Who else's assistance is needed to support these tasks?

c. At what frequency will this communications material be shared? Consider what is desirable as well as what is feasible based on the frequency of data analysis and the workloads of those responsible for the task.

d. How will you ensure that the audiences for whom the communications material is intended not only receive it, but engage with it (e.g., measuring website analytics, amplifying content on social media)?

e. How will sharing this material with the specific audiences benefit your organization's practices and/or outcomes for the communities you serve?

Communication Strategy #2

a. Who will receive organizational communications through this strategy?

b. Who is responsible for carrying out this communications strategy?

- Who will draft the content?

- Who will design the content?

- Who will approve the finalized content?

- Who will send the communications out?

- Are there any other tasks and roles involved? What and who are they?

- Who else's assistance is needed to support these tasks?

c. At what frequency will this communications material be shared? Consider what is desirable as well as what is feasible based on the frequency of data analysis and the workloads of those responsible for the task.

d. How will you ensure that the audiences for whom the communications material is intended not only receive it, but engage with it (e.g., measuring website analytics, amplifying content on social media)?

e. How will sharing this material with the specific individuals/stakeholders benefit your organization's practices and/or impact on the communities you serve?

Communication Strategy #3

a. Who will receive organizational communications through this strategy?

b. Who is responsible for carrying out this communications strategy?
   • Who will draft the content?

   • Who will design the content?

- Who will approve the finalized content?

- Who will send the communications out?

- Are there any other tasks and roles involved? What and who are they?

- Who else's assistance is needed to support these tasks?

c. At what frequency will this communications material be shared? Consider what is desirable as well as what is feasible based on the frequency of data analysis and the workloads of those responsible for the task.

d. How will you ensure that the audiences for whom the communications material is intended not only receive it, but engage with it (e.g., measuring website analytics, amplifying content on social media)?

e. How will sharing this material with the specific individuals/stakeholders benefit your organization's practices and/or impact on the communities you serve?

DATA GOVERNANCE PLANNING TOOL KIT — DISCUSSION NOTES

Please use this space to take notes on important points you and your team discussed. You may also want to include a list of any references or additional resources you used to complete this module or that you think are relevant to developing a data governance protocol based on this module.

Notes:

Resources and references:

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Notes:

Resources and references:

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