

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 trend 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
Referendum polling	Satisfaction survey
Referendum results	Transfer form
Open records	Chamber of Commerce perception survey
Enrollment data	Internal communication and morale survey
Social media analytics - likes, comments, retweets	District app downloads
District app updates, pages viewed	District demographics
End of year parent survey	Census
Task force input	Social media followers gained or lost
Department of education statistics	Review of school conditions
Enrollment forms and trends	Surprise shopper
Advocacy group insights	Boundary committee values framework
SES Info	Email on website for input and feedback
Class size	Parent engagement committee input
Attendance at parent-teacher conferences and other events	Media monitoring
Data contained in other district plans or publications	Performance indicators