

Self Evaluation

Building Partnerships		
	Answer to the Question	Opportunities for Improvement
– Who are your key partners?		
– Do your partners adequately represent your watershed stakeholders?		
– Are there partners that you are “missing?”		
– What do you offer your partners? What is the benefit of being your partner?		
– What do you need your partners to offer you? What are the gaps that you wish for a partner to fulfill?		
– Do you take into consideration the strengths of your partners when developing outreach campaigns?		
– Do you consult with your partners prior to finalizing and implementing your outreach plans?		

With a past or current outreach campaign in mind, answer the following questions.

Name of Outreach Project/Product		
Rollout Date		
Goals and Objectives		
	Answer to the Question	Opportunities for Improvement
– What was the goal of the project/product?		
– What was the objective(s) of the project/product?		
– Was the objective(s) consistent with the goals?		
– Were there enough resources to implement the objective(s)?		
– Were the objectives measurable?		
Target Audience		
	Answer to the Question	Opportunities for Improvement
– How was the target audience segmented and was this sufficient to develop tailored messages?		
– Were the values of the target audience known?		
– How did the target audience receive information?		

Target Audience		
	Answer to the Question	Opportunities for Improvement
– Was the reason for the target audience’s actions known and understood?		
– Was it believed that the target audience would change their behavior?		
– How long and how much did it take to collect baseline data on the target audience?		
Message		
	Answer to the Question	Opportunities for Improvement
– Was the message relevant to the target audience?		
– What made the message vivid and memorable?		
– Was the language of the message appropriate for the target audience? Describe the language used (simple, technical, local slang, etc.).		
– Could the target audience respond to the message in an easy, convenient way? If so, how?		

Message		
	Answer to the Question	Opportunities for Improvement
– Was the method of message delivery considered?		
– Was the message the same as the objective? List the message and the objective.		
Format		
	Answer to the Question	Opportunities for Improvement
– Was the format appropriate for the target audience?		
– Did the format exclude or favor any member of the target audience?		
– Were the necessary resources available to prepare the format? Money, skilled staff, production equipment, etc.		
– Was there enough time and resources to distribute the message?		
– Did the distribution mechanism reach the entire target audience?		
– Was the right distribution mechanism for the message selected?		

Distribution		
	Answer to the Question	Opportunities for Improvement
– What was the evidence that the target audience received the message?		
– What was the evidence that the target audience acted on the message?		
Evaluation		
	Answer to the Question	Opportunities for Improvement
– Was there enough baseline information on the target audience?		
– What tools were used to evaluate the project/product?		
– What was done with the results of the outreach project/product?		
– Were there enough resources to conduct pre/post survey or other evaluation techniques?		
– Were statistics collected? Described the statistics collected.		

Notes

Colleagues that I wish to contact following the workshop:

Name

E-mail

Phone

Name

E-mail

Phone