



Communication Audience Matrix

List the target audiences indicating whether they are internal or external. Mark the component(s) of the SET initiative that is relevant to that particular audience. The message can then be tailored to the primary interest(s) of that particular audience.

Audience Internal/ External (I/E)	SET Background	Purpose/ Mission/ Vision	Executive Summary	Data Analysis	Goals/ Objectives	Specific Action Steps	Key Results	Other
Example: State Resource Team (I)		X	X	X	X	X	X	Specific Coaching Needs



Communications SWOT Analysis

As a part of the environmental scan, list internal strengths and weaknesses and external opportunities and threats that need to be considered as the communications strategy is developed.

		Strengths	Weaknesses
Internal			
		Environmental Scan	
External			
		Opportunities	Threats



Communications Channel Matrix

List the target audiences as identified on the audience matrix, the channel(s) that will be used for each one, the delivery mechanism(s) that will be used, and the frequency that the audience will receive the message by that particular mechanism while the SET initiative is underway. Refer to the stakeholder matrix to help determine which channels and delivery mechanisms are most appropriate for the various audiences.

Audience	Channel	Delivery Mechanism	Frequency
Example: State Resource Team	E-mail	E-memo	Weekly



Communications Message Development

Using the SWOT/stakeholder analyses and audience/channel matrices as references, craft a message that needs to be conveyed to the appropriate target audiences using the appropriate channels.

1. What is the message you are trying to convey?

2. What purpose will the message achieve? What goal(s) and/or objective(s) in the regional SET plan does it support?

3. What is the desired outcome of the stakeholder group (audience) after the message is conveyed? How might they think, feel, or act?

4. What needs to happen to convey the message to the target audience? Consider time limitations, levels of expertise, budget, and available resources when planning the activity.

Action Step	Responsible Party	Completion Date	Measurement of Success