

Post-training Participant Check-in

Program officers may use this form as part of an ongoing conversation with grantee organizations to promote the continued use and integration of lessons learned following their communications training experience.

Date of training: _____ Three-month check-in: _____ Six-month check-in: _____

Organization trained: _____

Individuals trained: _____

Program officer conducting check-in (note if different from recommending program officer): _____

1. DELIVERABLES FROM THE TRAINING AND TECHNICAL ASSISTANCE HOURS

- Yes No Completed Smart Chart
 Yes No Completed Communications Plan
 Other: _____

2. COMMUNICATIONS CONNECTED TO PROGRAM STRATEGY

- Yes No The organization's program strategy and results to date show evidence of an integrated communications strategy.

3. COMMUNICATIONS PLANNING DOCUMENTATION

The organization can produce documentation of communications planning that specifies all or most of the following:

- | | |
|--|---|
| <input type="checkbox"/> Yes <input type="checkbox"/> No Goals/objectives | <input type="checkbox"/> Yes <input type="checkbox"/> No Strategies and tactics |
| <input type="checkbox"/> Yes <input type="checkbox"/> No Targeted audiences/segments | <input type="checkbox"/> Yes <input type="checkbox"/> No Staffing and financial resources |
| <input type="checkbox"/> Yes <input type="checkbox"/> No Key messages | <input type="checkbox"/> Yes <input type="checkbox"/> No Indicators/measures of success |

4. COMMUNICATIONS TOOLS

The organization can share examples of training lessons applied to the following communications tools and materials:

Stories

- Yes No Have basic structural elements: protagonist, inciting incident, barriers, resolution
 Yes No Convey value of organization or importance of issue
 Yes No Are emotive and compelling

Website

- Yes No Visually engaging home page
 Yes No Information is clearly organized and navigable
 Yes No Beneficial use of social media, if relevant per communications plan

Key presentation

- Yes No Appropriate in length
 Yes No Presenter is skilled and passionate (if possible to ascertain)
 Yes No Presenter is prepared (rehearsal)
 Yes No Involves audience interaction (if possible)
 Yes No Highly visual, with minimal text on slide
 Yes No Ends with a conclusion, not Q&A

Other communications tools:

- _____
 Yes No Connected to mission/program strategy
 Yes No Clear and concise
 Yes No Consistent brand
 Yes No Compelling content
 Yes No Audience oriented
 Yes No Call to action
 Yes No Quality implementation
 Yes No Measured effectiveness
 Yes No Valued by leadership

5. USE OF TRAINING FOLLOW-UP MECHANISMS

- Yes No Webinar (if yes, number of participants): _____
 Yes No Technical assistance (if yes, what type and to what effect): _____

6. OBSTACLES TO USING TRAINING

Suggest means of overcoming any obstacles to applying lessons learned in training.

- Time and resource constraints: _____
Participant's influence on organization insufficient: _____
Internal organizational issues: _____
External environment shifts: _____
Other: _____