



CREATING A PARTNERSHIP COMMUNICATION STRATEGY

Use this tool to think about your partnership stakeholders and their information needs. **Who** needs to know about your program? **What** do they need to know about it? What do you want them to do with this information? Once you have answered these questions, you can think about **when** and **how** you might want to communicate with different stakeholder groups.

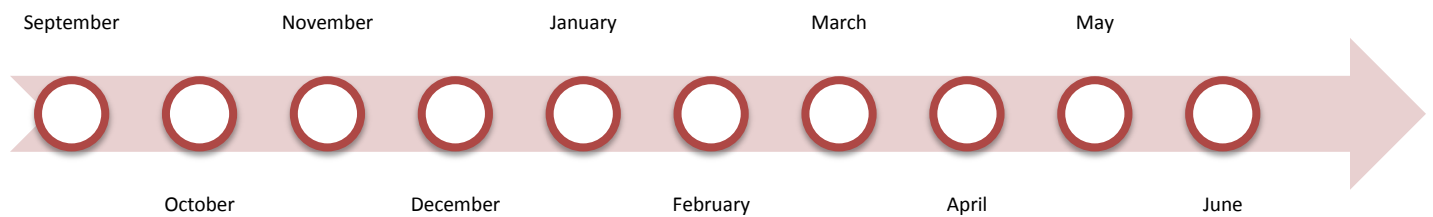
YOUR AUDIENCES AND PURPOSES

Stakeholder Group	What do they need to know?	What do you want them to do with this information?



YOUR COMMUNICATIONS TIMELINE

Now that you have thought about who your stakeholders are, and why you need to communicate with them, use the school-year timeline below to plan out **when** and **how** you will communicate with them:



SOME CONSIDERATIONS:

- How do each of the stakeholder audiences you have identified like to receive information (by e-mail, in person, or some other way)?
- How often can you commit to communicating with your stakeholder groups? Be realistic!
- Think about your communication timeline in the context of:
 - Your program activities (When are you enrolling students in your program? When are you reporting results to funders?)
 - Your data collection and analysis activities (Do you have data to share with partners or others?)
- Most importantly, **be strategic** and **prioritize**. Your time, and that of your stakeholders, is valuable!