



Communications Evaluation Checklist

Job Aid

Carry out a post-program evaluation of the effectiveness of the communications strategy so as to demonstrate its contribution to the organization’s objectives and document lessons learned.

Criteria	Yes	No	Actions/Lessons learned
Was the strategy completed within budget and on schedule?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the strategy or plan produce the intended communications activities?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the message reach the intended audience?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the public buy into the message?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the strategy or plan communicate the intended objectives?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the strategy achieve the desired audience impact?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the strategy or plan address the requirements of the organization?	<input type="checkbox"/>	<input type="checkbox"/>	
Was the impact or effectiveness of the strategy documented?	<input type="checkbox"/>	<input type="checkbox"/>	
Were there “lessons learned” that could be applied to future strategies?	<input type="checkbox"/>	<input type="checkbox"/>	
Were the results of the evaluation made available in time to be useful?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the results of the strategy justify the cost of the program?	<input type="checkbox"/>	<input type="checkbox"/>	
Did we determine how the strategy could be improved?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the evaluation identify areas for improvement and make recommendations?	<input type="checkbox"/>	<input type="checkbox"/>	
Were the results of the evaluation added to the organization’s public environment analysis database?	<input type="checkbox"/>	<input type="checkbox"/>	