



## 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.

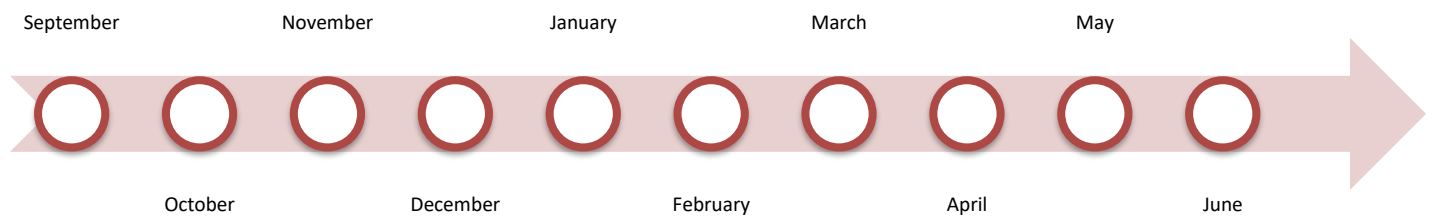
### YOUR AUDIENCES AND PURPOSES

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!