

Strategic Communications Assessment Tool

Scoring: 55 to 80 points: Excellent strategic thinking and market positioning
 25 to 55 points: Emerging strategic thinking and positioning
 Under 25 points: Traditional thinking, would benefit from strategic capacity building

In the score column, give yourself the number of points that best corresponds with your current situation.	5	3	1	Score
Strategic Thinking/Planning	Actively seeking and/or implementing new programs, services, and models of relationships and ministries	Exploring ways to continue the mission/ charism in new forms	Managing the declining numbers of sisters/ diminishment	
Strategic Visioning and Planning	The congregation regularly conducts visioning and planning processes every 3-5 years	The congregation has conducted a visioning/ planning process in the last 10 years	The congregation does not conduct visioning/ planning processes	
Willingness to Take Risk	Willing to take risks to be progressive and following calling into ministry and beyond	Somewhat willing to take risks	Risk averse; not willing to take risks	
Communicator Involvement	Communicators are actively involved in visioning, strategic thinking and strategic planning	Leadership, strategic thinking and planning messages are conveyed to communicator(s)	Communicators are not involved in leadership and planning discussions	
Strategic Implementation	We are very effective at implementing our vision/ plans	We are somewhat effective at implementing our vision/ plans	We are not effective at implementing our vision/ plans (or do not plan)	
Growth (of the congregation)	Growing (compared to 5 years ago)	Maintaining (compared to 5 years ago)	Declining (compared to 5 years ago)	
Growth (related to the charism)	Actively growing Associate or other alternative relationship programs	Attempting to grow Associate or other alternative relationship programs	Do not have Associate or other relationship programs or existing program(s) not growing	
Description of the Charism (Brand)	We can describe our charism in a few words and/or symbol that we actively use in most (or all) of our communications	We can describe our charism in a few words but do not use them consistently in our communications	We have not yet determined how to describe our charism in a few words that we can use in our communications	
Target Audiences	We have outlined our various audiences and actively create targeted messages for different audiences	We know some of our audiences and attempt to target messages to them	We do not employ targeted messaging	

Strategic Communications Assessment Tool

Scoring: 55 to 80 points: Excellent strategic thinking and market positioning
 25 to 55 points: Emerging strategic thinking and positioning
 Under 25 points: Traditional thinking, would benefit from strategic capacity building

In the score column, give yourself the number of points that best corresponds with your current situation.	5	3	1	Score
Research	We frequently talk to people in various target audiences about their information needs	We sometimes talk to people about their communications needs	We generally do not talk to people about their communication needs	
Ministries	Alive and well; growing in size and number and/or adapting to meet community needs	Maintaining	Declining	
Vocational Support Programs	Offer educational and support programs for all phases of the discernment process	Offer some educational and support programs	Offer few (or none) educational and support programs	
Spiritual Exploration/ Spiritual Development and Direction programs	Offer various programs to enhance and explore spiritual development	Offer some spiritual development programs	Offer few (or none) spiritual development programs	
Technology	We have actively embraced technology and are using it to its fullest potential (given the investment we have made to date)	We are actively working on building our technology skill/ making technology enhancements	We are not investing in or utilizing technology to support communications	
Community Outreach	There is an active outreach component of our congregation and ministries	There is a somewhat active outreach component related to our congregation and ministries	There is not an active outreach component of our congregation and ministries	
Evaluation	We track and evaluate our marketing and communications campaigns based on their "return on investment"	We track our marketing and communications campaigns	We are not very sophisticated in our marketing and communications evaluation	
Impact	We actively measure the impact of the sister's work and ministries in the community	We would like to measure impact but have not figured out how	We are not yet talking about measuring impact	
TOTAL				