

### Speak Up Broward Outreach Report Card

Measure Category	Units	PROGRAM END GOAL			PERIOD #1 ACTUAL				PERIOD #2 ACTUAL				PROGRAM ACTUAL			
		How many?	Persons?	Results	Start-up to 12/31/13				01/01/14 to 06/30/14				Start-up to 06/30/14			
					How many?	Persons?	Results	Grade	How many?	Persons?	Results	Grade	How many?	Persons?	Results	Grade
<b>MEDIA</b>																
Press Releases/Media Alerts	times	6	20	120	n/a	n/a	n/a	I	3	3	10	C	3	3	10	B
E-blasts:	Sent	16	300	4,800	5	200	1,000	A	1	321	321	C	6	220	1,321	B
Media Stories (TV/radio/blogs)	coverage			50			1	I			1	D			2	D
YouTube & Facebook	views			5,000			n/a	I			38	D			38	D
Facebook	likes			500			n/a	I			1,099	A			1,099	A
Twitter	followers			500			n/a	I			209	B			209	B
Instagram	followers			100			n/a	I			57	B			57	B
LinkedIn	followers			100			n/a	I			46	B			46	B
<b>WEBSITE (www.SpeakUpBroward.org)</b>																
Web-based Surveys	taken			2,000			80	D			556	B			636	C
MetroQuest Surveys	taken			3,000			n/a	I			n/a	I			n/a	I
Project Webpage	unique views			2,500			1,223	A			2,760	A			3,983	A
<b>ENGAGEMENTS AND COORDINATION</b>																
Broward Partners Group	meetings	6	25	150	2	30	60	A	2	20	40	B	4	25	100	A
Speakers Bureau	events	100	15-30	1,500 - 3,000	3	20	60	B	30	26	791	B	33	26	851	B
Mini-grants	meetings	6-10	25-40	150-400	1	15	15	A	6	52	310	A	7	46	325	A
eTownHall Events	events	4	7,250	29,000	n/a	n/a	n/a	I	n/a	n/a	n/a	I	n/a	n/a	n/a	I
Street Team Distribution	events	6	300	1,800	n/a	n/a	n/a	I	n/a	n/a	n/a	I	n/a	n/a	n/a	I
Comments Received	all events	126	n/a	2,000			n/a	I			n/a	I			n/a	I
<b>COST-EFFECTIVENESS (cost per person by engagement type)*</b>																
Overall Media/Advertising	dollars	230,000	46,500	\$4.95	n/a	1,439	n/a	I	n/a	5,907	n/a	I	n/a	7,346	n/a	I
eTownHall	dollars	20,000	29,000	\$0.69	n/a	n/a	n/a	I	n/a	n/a	n/a	I	n/a	n/a	n/a	I
PEP Partners	dollars	30,000	350	\$85.71	n/a	15	n/a	I	n/a	310	n/a	I	n/a	325	n/a	I
Street Team Events	dollars	15,000	1,800	\$8.33	n/a	n/a	n/a	I	n/a	n/a	n/a	I	n/a	n/a	n/a	I
MetroQuest Surveys	dollars	20,000	3,000	\$6.67	n/a	n/a	n/a	I	n/a	n/a	n/a	I	n/a	n/a	n/a	I
<b>ENGAGEMENT CONTACTS (at end of period)</b>																
Network E-mail List	contacts			300			255	A			103	A			358	A
Broward Partners Group	members			30			33	A			72	A			105	A
Speakers Bureau	members			50			25	B			23	A			48	A
Media Outlets	contacts			20			n/a	I			n/a	I			n/a	I

\*Costs for website and labor. Media allocation budget is set-up time only - no advertising.

### Key to Evaluation Grades

Percentage	Grade	Connotation
90 to 100%	A	Excellent results.
80 to 89%	B	Above average results.
70 to 79%	C	Average results; something additional is needed.
60 to 69%	D	Below average results; re-evaluation required.
Below 60%	F	Serious re-evaluation of effort necessary.
n/a	I	Incomplete activity or activity not begun

## Speak Up Broward Report Card (continued)

### Review of Evaluation Results

Results for many items are early in the process or have not yet begun. Those items are shown as "I" for incomplete. Activities that have begun are evaluated based on the results to date in light of expected outcome at the end of the program. The following recommendations are made for the project team's consideration in adjusting strategy with an eye to improving returns on outreach investment.

MEDIA coverage, e-Blasts, and press releases are lower than expected thus far, but this is partially due to the fact that many of the project efforts expected to get news coverage, such as eTownHalls and MetroQuest have not yet begun. As we prepare for and conduct these events during the next period, the outreach team should:

1. Send more updates to both the network list and media outlets as noteworthy events approach or take place
2. Continue to use social media to boost web traffic, survey returns, and media attention.

WEBSITE unique views are meeting expectations but the web-based surveys slowed down during the 01/01/14 to 06/30/14 evaluation period. Some of this is related to the age of the survey and fewer events at which the paper survey was distributed as a result of the overall schedule slow down. The following actions are being taken that should result in an increase in the completion of web-based surveys:

1. A new survey based on the updated Speakers Bureau presentation regarding funding will be developed and placed on the website in August.
2. The launch of MetroQuest in early to mid-September will drive more people to the website.
3. The Speakers Bureau will be more active beginning in August to promote the new presentation and upcoming activities so additional surveys should be obtained through those efforts.

ENGAGEMENTS AND COORDINATION are proceeding according to plan. Participation at the last Partners Group meeting was light and to address this the following actions are being taken:

1. Several members of the Partners Group are being interviewed to assess what would make their participation more meaningful.
2. The next Partners Group meeting will be kept to no more than 1 hour in length and will provide more direct actions for the group to take in the coming months.
3. In lieu of two additional meetings, one of these meetings will be used to hold small group or one-on-one meetings with Partners Group members to discuss the Path Forward report.

COST-EFFECTIVENESS will be measured at the end of the contract.

ENGAGEMENT CONTACTS are meeting expectations and no corrective actions are required at this time.