Speak Up Broward Outreach Report Card

Measure Category	Units	PROGRAM END GOAL			PROGRAM ACTUAL Start-up to 12/31/13			
		How many?	Persons?	Results	How many?	Persons?	Results	Grade
MEDIA								
Press Releases/Media Alerts	times	6	20	120			n/a	I
E-blasts:	Sent	16	300	4,800	5	200	1,000	A
Media Stories (TV/radio/blogs)	coverage			50			1	I
Facebook/YouTube:	views			5,000			n/a	I
	likes			500			n/a	I
Twitter	followers			500			n/a	I
WEBSITE (www.SpeakUpBroward.org)								
Web-based Surveys	taken			2,000			80	D
Interactive Survey on Scenarios	taken			3,000			n/a	I
Project Webpage	unique views			2,500			1,223	A
ENGAGEMENTS AND COORDINATION								
Broward Partners Group	meetings	6	25	150	2	30	60	A
Speakers Bureau	events	100	15-30	1,500 - 3,000	3	20	60	B
Mini-grants	meetings	6-10	25-40	150-400	1	15	15	A
eTownHall Events	events	4	7,250	29,000			n/a	I
Street Team Distribution	events	6	300	1,800			n/a	I
Comment Cards Returned	all events	126	2,000	2,000			n/a	I
COST-EFFECTIVENESS (cost per person by engagement type)*								
Overall Media/Advertising	dollars	230,000	46,500	$4.95			n/a	I
eTownHall	dollars	20,000	29,000	$0.69			n/a	I
PEP Partners (selected 12/16/13)	dollars	30,000	350	$85.71			n/a	I
Street Team Events	dollars	15,000	1,800	$8.33			n/a	I
Interactive Survey on Scenarios	dollars	20,000	3,000	$6.67			n/a	I
ENGAGEMENT CONTACTS (at end of period)								
Network E-mail List	E-addresses			300			255	A
Broward Partners Group	members			30			33	A
Speakers Bureau	members			50			25	B
Media Outlets	contacts			20			n/a	I

*Costs to date 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

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.

Web-based surveys have low overall returns. These are being boosted with hard copy surveys obtained through the Speakers Bureau at engagements. We suggest the following to increase returns on the survey respondents:

1. Use social media launch on 2/6/14 to increase survey returns.
2. Use Facebook ad and mobile/digital web banners to boost web traffic and survey returns.