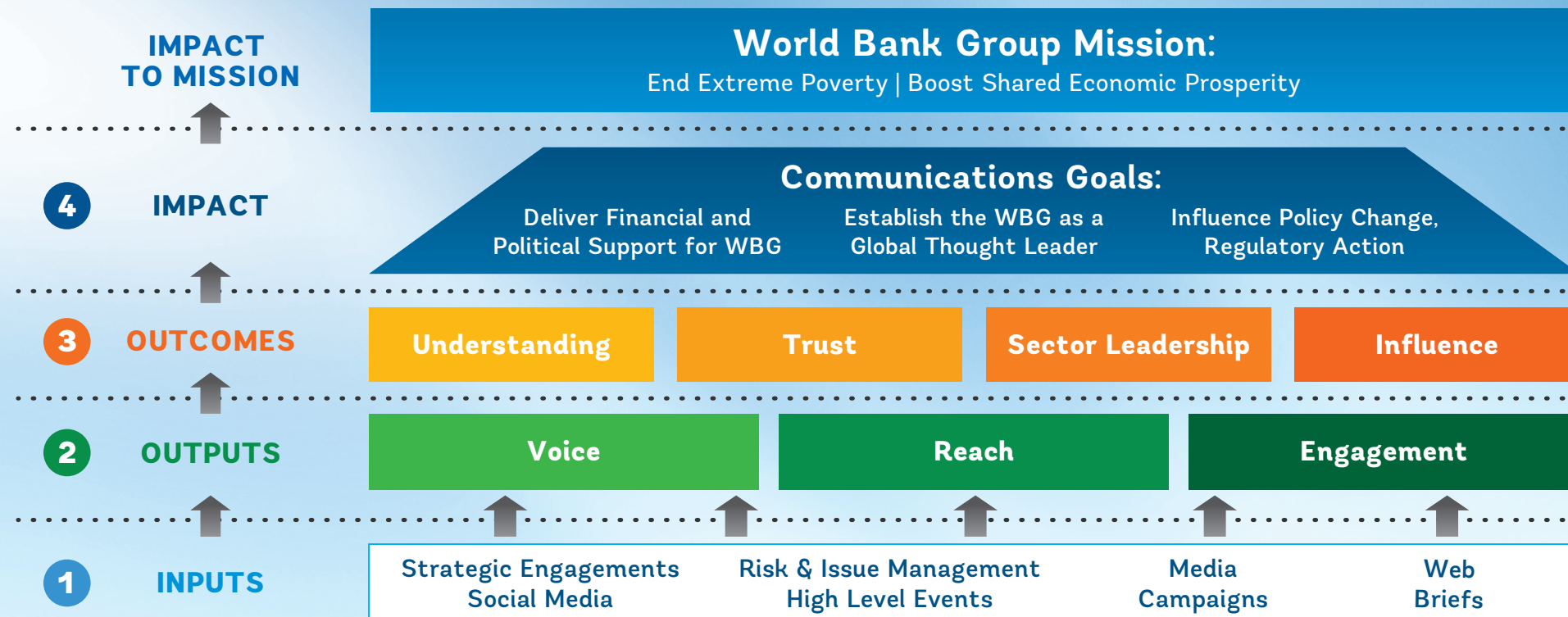


# The World Bank Communications Measurement and Evaluation Framework

## Why a Communications M&E Framework?

- ▶ Establish consistent and Bank-wide measurement processes.
- ▶ Link communications goals and activities directly to the Bank's mission.
- ▶ Offer a structure to inform strategies and improve future performance.
- ▶ Shift from activity measurement to outcome and impact evaluation.



## The Framework's 4 Basic Elements:

### 1 INPUTS

The things you do

- Advocacy/Campaigns
- Stakeholder engagement
- Media/Social media
- Events

### 2 OUTPUTS

The things you deliver

- **Voice:** "Did you land your messages?"
- **Reach:** "Did you reach the right audience?"
- **Engagement:** "Did the right audience respond?"

### 3 OUTCOMES

The effects your activities have on audiences

- **Understanding** of a particular issue
- **Trust/Reputation** of the World Bank
- **Sector Leadership** in a specific area
- **Influence** on audience's opinions or actions

*Risk and Issue Management is reflected across all outcome measures.*

### 4 IMPACT

The behavioral shifts caused by communication\*

- Financial and political support
- Thought leadership
- Policy change/regulatory action

\* Achieving organizational goals can never be attributed solely to communications – the framework aims to establish linkages between the communication outcomes and the Bank's mission.

## 3 Steps to Start Using the M&E Framework

### 1. Set S.M.A.R.T. Goals



Write **Specific, Measurable, Achievable, Relevant and Time-bound (S.M.A.R.T.)** goals for your initiative

### 2. Define your Target Audience(s)

Assemble insights about your audiences, segment them and develop audience personas.



**Successful Audience Definitions:**

Community leaders in [country/region] with the stature and power to influence constituents  
Youth ages 18-25 in [country] with an interest in development

### 3. Decide what and how to measure: KPIs

Key Performance Indicators (KPIs) are measurable values that indicate progress towards achieving an intended goal.

#### Key steps to identify the right KPIs

- 1 Set objectives
- 2 Determine data sources
- 3 Establish baselines
- 4 Agree on a methodology
- 5 Decide on a measurement frequency
- 6 Select a reporting format

The World Bank provides guidelines for setting S.M.A.R.T. goals and identifying target audiences and has developed standard KPIs—with methodologies and data sources: visit <http://CommsMeasurement>