

# Advances in Strategic Communication Workshop Needs assessment 2023



SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → **ANALYZE RESULTS** → PRESENT RESULTS

RESPONDENTS: 23 of 23

ADD TO DASHBOARD

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QUESTION SUMMARIES

INSIGHTS AND DATA TRENDS

INDIVIDUAL RESPONSES

All Pages

Page 2: ANALYSIS

Q1

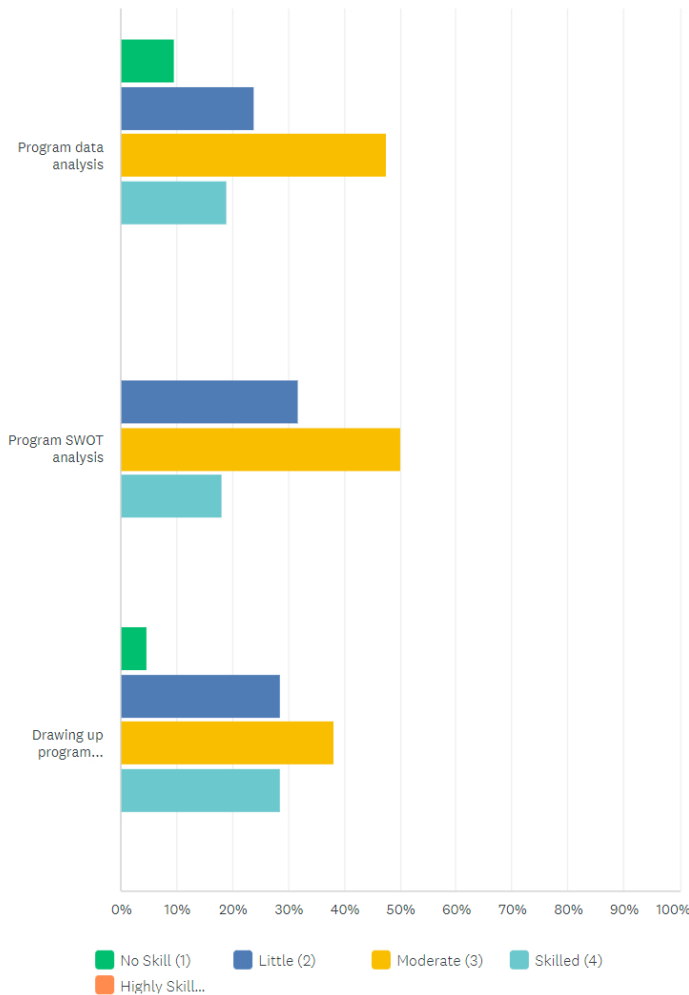


Customize

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## Program Analysis

Answered: 22 Skipped: 1

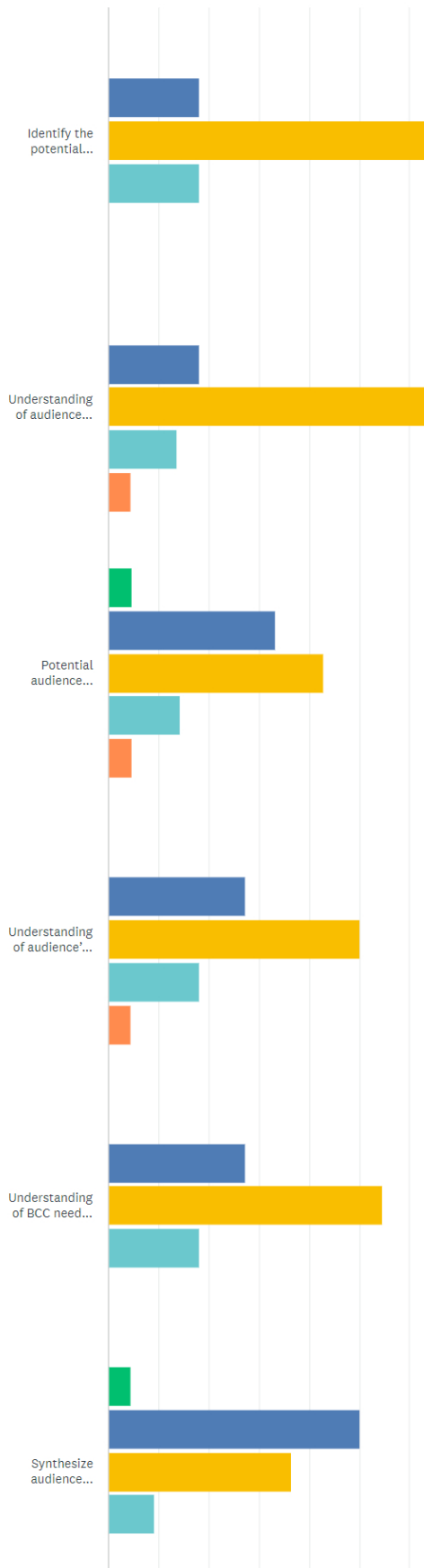


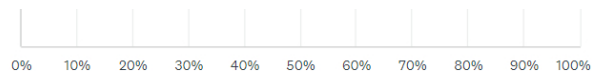
	NO SKILL (1)	LITTLE (2)	MODERATE (3)	SKILLED (4)	HIGHLY SKILLED (5)	TOTAL	WEIGHTED AVERAGE
Program data analysis	9.52% 2	23.81% 5	47.62% 10	19.05% 4	0.00% 0	21	2.76
Program SWOT analysis	0.00% 0	31.82% 7	50.00% 11	18.18% 4	0.00% 0	22	2.86
Drawing up program improvements	4.76% 1	28.57% 6	38.10% 8	28.57% 6	0.00% 0	21	2.90



# Audience Analysis

Answered: 22 Skipped: 1





	NO SKILL (1)	LITTLE (2)	MODERATE (3)	SKILLED (4)	HIGHLY SKILLED (5)	TOTAL	WEIGHTED AVERAGE
Identify the potential audience	0.00% 0	18.18% 4	63.64% 14	18.18% 4	0.00% 0	22	3.00
Understanding of audience behavior	0.00% 0	18.18% 4	63.64% 14	13.64% 3	4.55% 1	22	3.05
Potential audience segmentation	4.76% 1	33.33% 7	42.86% 9	14.29% 3	4.76% 1	21	2.81
Understanding of audience's profile	0.00% 0	27.27% 6	50.00% 11	18.18% 4	4.55% 1	22	3.00
Understanding of BCC need considering the audience profile	0.00% 0	27.27% 6	54.55% 12	18.18% 4	0.00% 0	22	2.91
Synthesize audience analysis	4.55% 1	50.00% 11	36.36% 8	9.09% 2	0.00% 0	22	2.50

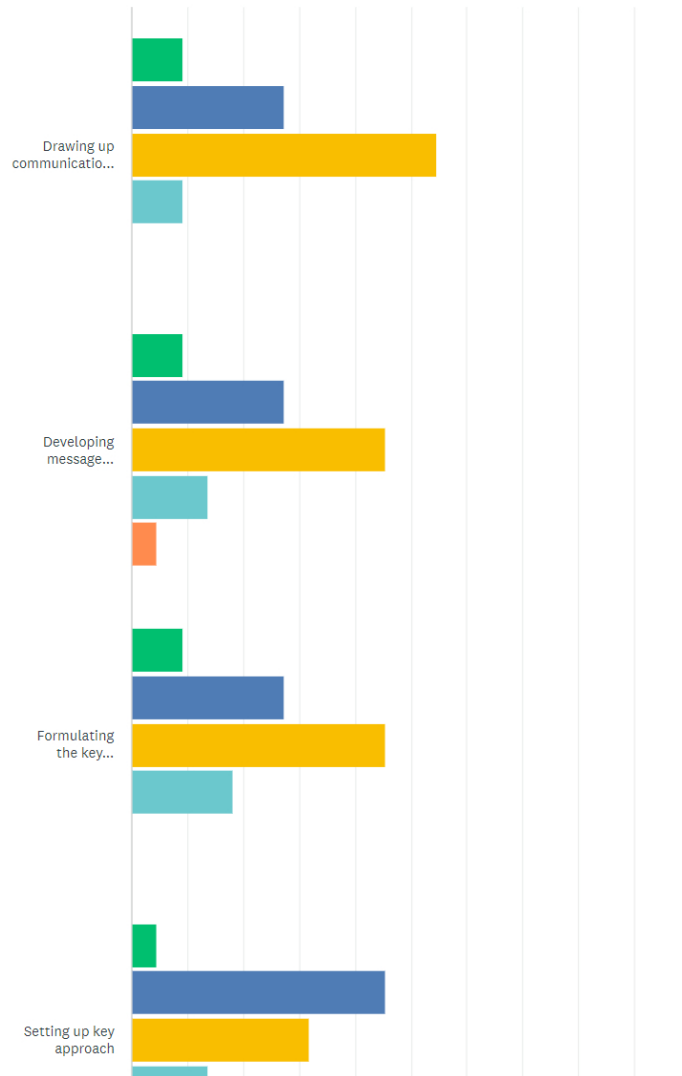
Page 3: STRATEGIC DESIGN

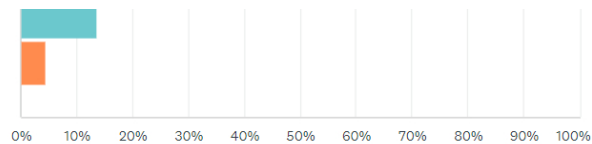
Q3

Customize Save as

## Strategic Design

Answered: 22 Skipped: 1





■ No Skill (1)   
 ■ Little (2)   
 ■ Moderate (3)   
 ■ Skilled (4)   
 ■ Highly Skill...

	NO SKILL (1)	LITTLE (2)	MODERATE (3)	SKILLED (4)	HIGHLY SKILLED(5)	TOTAL	WEIGHTED AVERAGE
▼ Drawing up communication objectives	9.09% 2	27.27% 6	54.55% 12	9.09% 2	0.00% 0	22	2.64
▼ Developing message concepts	9.09% 2	27.27% 6	45.45% 10	13.64% 3	4.55% 1	22	2.77
▼ Formulating the key messages	9.09% 2	27.27% 6	45.45% 10	18.18% 4	0.00% 0	22	2.73
▼ Setting up key approach	4.55% 1	45.45% 10	31.82% 7	13.64% 3	4.55% 1	22	2.68

Page 4: CREATE AND TEST



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