Illustrative Results Framework

Mission Communications Objective
 Increased Comprehension by Targeted In-country Audiences that the United States Provides Foreign Assistance to the Country Through USAID
 • # of people in target audiences that can correctly identify USAID as the provider of U.S. foreign assistance to the country

Intermediate Result 1
 Increased Identification / Acknowledgement of USAID in All External Communications Products
 • % of ext. comms products that meet USAID policy requirements on branding/marking
 • % of ext. comms products that include a descriptive narrative of USAID (i.e., branding)

Intermediate Result 2
 Increased Flow of Information from Mission to Target Audiences
 • # of brochures and fact sheets distributed
 • # of all digital posts
 • Extent to which press releases distributed on a regular and systematic basis for key events

Intermediate Result 3
 Increased Accessibility of Information for the Target Audiences
 • % of target audiences reached by outreach activities
 • # (and/or %) of in-country media outlets that cover USAID
 • % of target audiences that have received information about USAID (or programs) in the past 12 months

Sub-IR 1.1
 Increased Understanding by USAID & Implementing Partner Staff of Comms Rules to Follow
 • % of USAID program & front office staff trained that demonstrate increased understanding
 • % of implementing partner staff trained that demonstrate increased understanding

Sub-IR 2.1
 More Effective Systems for Gathering Possible Stories and Identifying Comms Opportunities
 • Extent to which an effective system in place to gather possible stories and identify comms opps
 • # of story materials submitted to DOC

Sub-IR 2.2
 Expanded Collaboration with PAS (and other USG if relevant)
 • Extent to which DOC and PAS collaborate
 • % of press releases that have "USAID" mention

Sub-IR 2.3
 Expanded Use of Digital Tools
 • Platforms used (e.g., website, blog, Twitter, Facebook, YouTube, Flickr)
 • Avg. # of days/month digital content posted

Sub-IR 2.4 & 3.1
 Expanded Use of Local Language(s) in Comms Activities and Products
 • # of products that go out in one or more other languages

Sub-IR 2.5 & 3.2
 Effective Events Planning in Alignment with the Target Audiences
 • # of events held to address target audiences

Sub-IR 2.6 & 3.3
 Increased Media Relations Across Range of Local Media Outlets
 • # of outlets where DOC has a working contact
 • # of journalists that visit a site with DOC
 • # of journalist roundtables held

Assumption:
 • DOC Office has authority to run communications activities (Embassy supports)