

Emerging Standards for Measuring Internal Communications

Michele Ewing, Kent State University

Julie O'Neil, TCU

Stacey Smith, Jackson, Jackson & Wagner

Sean Williams, Communication AMMO



- Practice calling for guidance
- Broad differences in approach
- Lack of respect for IC (in US)
- External comms gaining standards
 - Media relations
 - Social media

- Institute for PR Measurement Commission
 - IPR Coalition on Standards
- Review academic and practice literature
- Inventory possible IC outcomes
 - Determine how they might be measured
- Inventory how IC is measured now
- Propose standards based on lit and practice

- International task force discussed
- Breadth & depth surprised
- Shared Initial findings at PRSA15 & IPRRC16
- Developed Delphi to test assumptions
- Intend to do survey

- First round Delphi complete
- Second round Delphi under way
- Draft themes for standards at PRSA
- Paper proposing initial standards at IPRRC
- Looking for partners for survey
- Final proposed standards fall 2017

- Measure output, outtake, outcome
 - Understanding – What do they know?
 - Identification – What do they feel about us?
 - Behavior – What do they do to help us succeed?
- Measure business results
 - Connect “think, feel, do” to what matters
 - Differentiate the measure from the outcome
 - Trend, Delta, etc
 - Be objective as possible

- **Strong consensus defining terms**
 - Attitude
 - Empowerment
 - Collaboration
 - Teamwork
 - Transparency
- **Weaker consensus**
 - Satisfaction
 - Trust
 - Discretionary effort
 - Advocacy

- **Most frequent**
 - Satisfaction
 - Attitude
 - Empowerment
 - Collaboration
 - Trust
- **Less frequent**
 - Teamwork
 - Advocacy
 - Discretionary effort
 - Transparency

Can you help?

Michele Ewing Mewing@Kent.edu

Julie O'Neil J.Oneil@tcu.edu

Stacey Smith Ssmith@jjwpr.com

Sean Williams Sean@CommunicationAMMO.com

