POP

Collaboration Assessment Tool

PLANNING for and executing appropriate strategies to communicate with the public and collaborate with stakeholders is critical in the success of any project that impacts the public or generates public interest.

It is more important now, than ever, for agencies, project teams and organizations to engage stakeholders and work well with the public. It can be a real challenge to understand what that means and how to do it. The Project Outreach Planner (POP), a collaboration assessment tool, is designed to help any project team with collaboration and public outreach guidance, regardless of the subject matter.

WHAT IT DOES:

The POP is a free tool designed to help project teams identify potential issues and quantify public outreach and collaboration needs for any project that might generate public interest. The POP helps project teams determine what level of public outreach and collaboration their project warrants and what tools and techniques will be most effective.
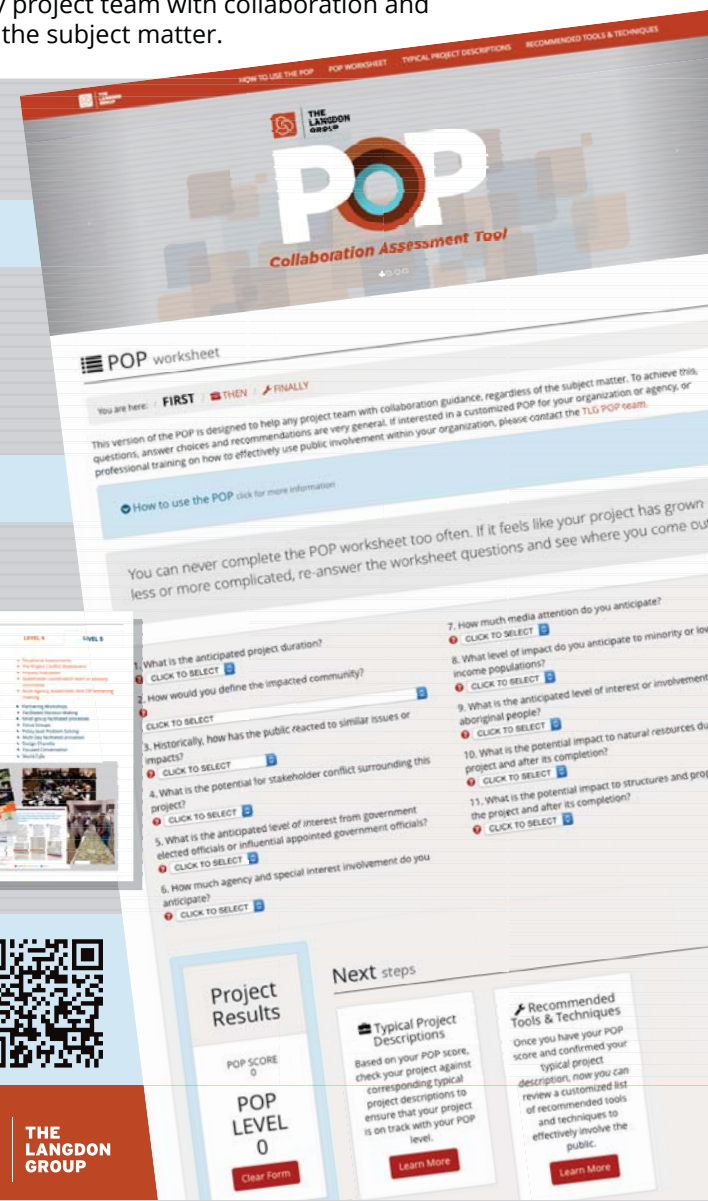
HOW IT WORKS:

FIRST: Answer the worksheet questions as they pertain to your project. There are no right or wrong answers.

THEN: Check your POP score against the Typical Project Descriptions and determine what level of outreach and communication best fits your project from the Collaboration Continuum. It's a gut-check to see if you are on the right track.

FINALLY: Review our Recommended Tools and Techniques for your POP score. Pick and choose what you think will work for your effort and start collaborating!

TRY THE POP TODAY! *ProjectOutreachPlanner.com*