



Audience Data Preferences Worksheet

This worksheet will help provide you with an overview of the kinds of data your potential audiences would prefer to see in your communications. Used in combination with the Data Inventory Worksheet, you and your evaluator will be able to see if you are collecting the meaningful data that will help your communications make the greatest impact on your intended audiences.

TO USE: Check the boxes below to indicate the types of data you believe would be preferred by the audience segments listed in the left-hand column.

Audience Segments	Types of Data									
	Qualitative (Anecdotal stories)				Quantitative (Hard data)					
	Students	Program	Satisfaction	Climate	Student Behavior	Service Array—#s served in specific programs	Costs	Satisfaction	School Climate	Academic Indicators
District Leadership Principals Superintendents School board										
Law Enforcement and Juvenile Probation										
Mental Health Providers										
Policymakers										
Business Leaders										
Faith-Based Leaders										
Community Members										
Other										

For assistance in using this or any other SS/HS Communication Team template for your grant site, contact your communication specialist. Our toll-free number is 800-790-2647.