

Critical Information Needs Worksheet

Key Result Areas	What do we know?	What do we need to know?	Where can we get the information?	Possible Data Sources
Member/ Customer Needs				<ul style="list-style-type: none"> ▪ Member needs assessment ▪ Informal feedback (e.g. phone calls, e-mail requests) ▪ Committee meeting minutes ▪ Conference evaluation forms
Member/ Customer Perceptions of the Organization				<ul style="list-style-type: none"> ▪ Focus groups ▪ Brand perception studies ▪ Member recruitment and retention research
Awareness and Image				<ul style="list-style-type: none"> ▪ Brand research ▪ Staff/member interaction ▪ Public relations plan
Competition				<ul style="list-style-type: none"> ▪ Competitive analysis ▪ Environmental scan ▪ Web site research ▪ Survey research

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Society Positioning				<ul style="list-style-type: none"> ▪ Positioning research ▪ Brand Contract ▪ Public relations plan
Products and Services Perceptions				<ul style="list-style-type: none"> ▪ Member/customer research ▪ Product/service order forms
Segmentation & Relevant Publics				<ul style="list-style-type: none"> ▪ Member/Customer databases ▪ Purchased lists ▪ Public relations plan ▪ Web orders/inquiries
Organizational Alignment				<ul style="list-style-type: none"> ▪ Mission, Vision, Values ▪ Strategic plan ▪ Operational plan ▪ Marketing plan ▪ Employee Opinion surveys