

Target Area: Communicating SORH Impact			
6.x.x	NEEDS ASSISTANCE	COMPETENT	PROFICIENT
	Identifies an area in which the office can strategically create improvement plans to build their internal capacity	The ability to complete tasks that meet the requirements of the SORH grant in a way that is universally accepted by peers as the norm	When the expectations of completing tasks exceed the norm they are considered proficient, allowing for innovation and pace-setting strategies for the office

This is a Topic Proficiency and is intended to assess those SORH who are currently, or plan to, conduct activities to communicate the office's impact.

Rationale: The NOSORH Proficiencies workgroup envisions that this assessment will be for SORH that plan, analyze, communicate and disseminate information on the impact of their rural-focused activities. The key elements contained herein should not be construed as a requirement of the Federal Office of Rural Health Policy (unless otherwise indicated in **bold**), or supersede any directive provided by a federal project officer. Particular attention should be given to the Information Dissemination expectations, identified in the core proficiency. SORH may opt to only assess their office on certain components of this rubric, selecting the 'N/A' option in the self-assessment.

1. Planning			
1. Office has a method of identifying the target audience for impactful communications	SORH has limited knowledge in the process of identifying target audiences	SORH has a general knowledge in the process of identifying target audiences, and can articulate the differences between the target audiences of their state	SORH has the expertise to provide technical assistance to rural stakeholders in the process of identifying target audiences and in articulating the differences between target audiences
2. Office tailors communication tools for a particular audience	SORH has limited knowledge in tailoring communications tools to a particular target audience	SORH has a general knowledge in the process of tailoring communication tools to a particular target audience	SORH has the expertise to provide technical assistance to rural stakeholders in the process of tailoring communication tools to a particular target audience
3. Office has a method for planning the general message and content	SORH has limited knowledge in planning of general messaging and content development for communication tools	SORH has a general knowledge in the planning of general messaging and content development for communication tools	SORH has the expertise to provide technical assistance to rural stakeholders in the planning of general messaging and content development for communication tools
4. Office has a data collection plan that supports the planned message and content	SORH has a limited knowledge in the development of a data collection plan to support the planned message and content	SORH has a general knowledge in the development of a data collection plan that supports the message and content	SORH has the expertise to provide technical assistance to rural stakeholders in the development of a data collection plan to support their planned messages and content

Target Area: Communicating SORH Impact

6.x.x	NEEDS ASSISTANCE	COMPETENT	PROFICIENT
	Identifies an area in which the office can strategically create improvement plans to build their internal capacity	The ability to complete tasks that meet the requirements of the SORH grant in a way that is universally accepted by peers as the norm	When the expectations of completing tasks exceed the norm they are considered proficient, allowing for innovation and pace-setting strategies for the office

2. Analysis

1. Office can articulate their financial and in-kind investments within the state, by funding source	SORH can articulate how and where funding and in-kind investments are allocated	SORH can articulate how and where funding and in-kind investments are allocated, and the outcomes of all associated projects	SORH can identify a Return on Investment (ROI) collectively, and for individuals programs, for the office
2. Office has a method of analyzing data at an appropriate level for rural populations	SORH has no method of analyzing data below the state level	SORH has a method of analyzing data at an existing level, that displays the needs of rural communities in their state	SORH has their own method of defining rural community need by dividing existing boundaries based upon similarities

3. Communication and Dissemination*

1. Office has a communications tool for educating key stakeholders	SORH does not have a communications tool for educating key stakeholders	Communications tool is used as a resource to educate key stakeholders on the impact of funding and programmatic outcomes across all FORHP-funded activities.	Communications tool educates key stakeholders on the impact of all FORHP-funded efforts of the office, dividing existing boundaries based upon similarities
2. Office communications tool incorporates standards for visualization	SORH does not incorporate organizational or industry standards for visualization into communications tool.	Communications tool incorporates organizational standards for visualization, but not all industry standards	Communications tool incorporates all organizational and industry standards for visualization.

*Please refer to SORH Proficiencies rubric “[Information Dissemination](#)” for more information and requirements related to communication and dissemination.