



Catholic Communication Consultation Initiative

The Catholic Communication Consultation Initiative (CCCI) is sponsored by the USCCB Department of Communications, the Catholic Press Association of the United States and Canada (CPA), and the Catholic Academy of Communication Professionals (CA). The Initiative's goal is to help dioceses and other Church organizations become more effective in their communications work, while being good stewards of limited financial and human resources.

What is the Initiative?

We have developed a tool kit to assist Catholic communications offices in creating strategic communications plans. Participating organizations can move from reacting to events and circumstances, to a proactive strategy with increased impact. The tool kit offers ways to minimize the time spent on planning, while making it more intentional and routine, resulting in more effective use of time and resources.

What kind of planning does the Initiative offer?

Research has shown us that diocesan communication professionals recognize the value of strategic planning, but many said they did not have the time, skills or resources to engage in what they believed to be a time-consuming process that ultimately did not impact their daily work.

We offer four planning models to meet different needs and resources. The models were developed in pilots funded by the Catholic Communications Campaign (CCC).

Three of the models are now available: Self-directed, Streamlined and Traditional. We are also in the process of developing self-guided materials that you can use to create your own plan.

Will there be someone to help us?

Yes, at least one experienced consultant is assigned to each planning project. The consultants will be coordinated by the administrative offices of the CPA.

What will be required of my office?

The time commitment will be determined by you. Key staff from your office will work with the planning consultant to create the plan. This requires a minimum of three to five conference calls and two to three in-person visits with the consultant, and time spent between meetings. More extensive consultations can require several full days onsite.

How long does the planning process take?

This depends upon the specific situation. Most plans are completed in four to eight months.

What are the costs?

Costs are determined by the level of support needed. The four levels below are from least expensive (self-directed) to most expensive (traditional).

1. **Self-directed** - use materials provided through the USCCB Department of Communications' closed social network, <http://community.usccb.org>. This level will not be available until third quarter of 2014, after piloting has been completed and analyzed. *There is no fee for this service.*
2. **Plan review** - you develop the plan, using either the materials provided by USCCB or others, and a consultant reviews and provides feedback. *Estimated cost: \$475 to \$730, depending upon your organization's status with the sponsoring organizations.*
3. **Streamlined** - consultant provides equivalent of 35 hours in assisting you in developing a plan. This could include a very brief online survey. You provide resources in organizing and consulting with your colleagues, audiences and staff. This includes costs for a maximum of one on-site visit. *Estimated cost: \$2,900 to \$4,260, depending upon your organization's status with the sponsoring organizations.*
4. **Traditional** - consultant provides equivalent of 70 hours, including assessments, research and analysis, writing the draft and revisions for plan. This includes costs for a maximum of four days on-site. *Estimated cost: \$9,900 to \$12,350, depending upon your organization's status with the sponsoring organizations and if a survey is used (survey costs \$5,000). The survey would be online and a summary report provided; subgroup analysis would be billed separately.*

A grant by the Catholic Communication Campaign will be available to qualifying organizations. The amount will depend upon whether the entity contributes to the CCC and if it is a member of the Catholic Academy or the CPA. However, the CCC grant requires the requesting organization (diocese or other Catholic media organization) to fund some costs.

Who should we contact if we want to learn more?

The Initiative is being administered by the CPA staff, on behalf of the CCC, the USCCB Communications Department, the CPA and the Catholic Academy. Please contact Tim Walter at 312.380.6786 or twalter@catholicpress.org for more information.

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