

APRPREP Online Prep Course

Checklist for submitting case study for review and critique

Candidate name:

Case study name:

Date:

- This is a First draft
 Request for preliminary check through steps 2, 3 or 4 (or as noted) _____
 Revised draft
 Further revised draft

Check the box if your case study includes:

- The Situation:** One or two paragraphs describing the background of the problem you are expected to deal and the circumstances creating or affecting the problem.
This may be called Situational Analysis.
- Step One: Research.**
 Each research activity **labeled** as primary/secondary, formal/informal; qualitative/quantitative. This may be work you have done or expect to do.
Activities of the same kind may be listed in groups.
- Each research activity shown by **type** (survey, interview, focus group, etc.), the **source** of the information (neighbors, company officials, customers, etc.) and the **rationale** for doing this activity (what you expect to learn; how you will use that information).
- If the research has been done, a summary, **Findings from Research**, perhaps a paragraph or two. Length will depend on the results, but be succinct.
- A **problem statement**, reflecting the findings from research. Perhaps one paragraph.
 If the research has not yet been done, problem stated as well as you can from the information you now have.
- Step Two: Goal or goals.** One, two or three. [If more, explain.]
 A broad statement of the end result you hope to achieve.
Good one: Bus routes and schedules will efficiently serve the needs of the community.
Not-so-good one: Revise bus routes and schedules to better serve the community.
[The culprit here is the word 'revise.' That's an action, not a result. Write results.]
- Step Three:** A list of five (5) key publics, audiences or constituent groups.
Be sure these are the most significant for success.
Tips: Who needs to know?, who will be affected?, whose permission do we need?, whose advice do we want? . . .

Step Four: Objectives. For one of these groups, one short-term objective and one long-term objective pointing toward your goal.

Work with two target groups if you wish, but don't tackle all of them for this study.

Each objective **written as a result.** It has four components: The target group, the result you desire, the amount you hope to achieve, and the time for completion.

Good one: Within FY10, positive beliefs, attitudes and feelings that employees personally contribute to the industry will have risen by 10%.

Not-so-good one: Increase by 10% positive beliefs, attitudes and feelings that employees personally contribute to the industry within FY10

The culprit is 'increase' as an active verb. Show result with passive verb or adjective.

Step Five: Strategies. For each objective, showing HOW to work toward the objective.

Good one: Develop internal thought leaders through professional development and trade associations on a local and national level

Another: Engage managers in the process

Another: Use social media to test effectiveness with this target group

Step Six: Main message

A sentence or phrase to be repeated in communication with the target group

Good one: This is a stable but progressive company with the vision to institute change

Another: Strikes are ineffective in lowering prices.

Step Seven: Tactics to carry out strategies

Three tactics or tools per strategy. Subunits of that strategy

Step Eight: Spokespersons

One for each tactic

Step Nine: Costs

Actual or estimates, in dollars, hours or other units

Out-of-pocket

Staff and volunteer time

In-kind donations

Timetable

Gantt chart or some other chart to show sequence of activity concisely

Evaluation against objectives

Means of checking progress on accomplishing short-term and long-term objectives

Opportunity for course correction?

These may appear in timetable

Evaluation against goal

Means of determining progress toward goal or goals

This may appear in timetable

Notes: