

# EDGE self-assessment matrix

## Communication

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This tool allows you to assess your institution's support for public engagement. You can access a guide to how to use the tool here: [www.publicengagement.ac.uk/edge-tool](http://www.publicengagement.ac.uk/edge-tool)

You are welcome to use the EDGE tool for non-commercial educational purposes, where credit is given to the NCCPE.

EMBRYONIC



DEVELOPING



GRIPPING



EMBEDDING



# Communication

Focus	EMBRYONIC 	DEVELOPING 	GRIPPING 	EMBEDDING 
Internal communications promote and celebrate public engagement	The institution's commitment to public engagement is rarely if ever featured in internal communications.	Public engagement occasionally features in internal communications.	Public engagement frequently features in internal communications, but rarely as a high-profile item or with an emphasis on its strategic importance.	Public engagement appears prominently and consistently in the institution's internal communications; its strategic importance is highlighted, and resources and strategic support have been allocated to sustain this activity.
Research is undertaken into public perceptions and needs	The institution has not begun to analyse or research its different public stakeholders, or their attitudes, aspirations and expectations of them.	The institution has a limited understanding of its different public audiences and stakeholders and their attitudes, aspirations and needs.	The institution is investing in research and intelligence gathering to deepen its insights into its different public audiences and stakeholders and their aspirations and needs.	The institution has built an in depth understanding of its different public audiences and stakeholders and their aspirations and needs, and uses this intelligence actively to inform its communications, planning and evaluation of engagement.
Marketing and communications reflect commitment to engagement	Public engagement does not appear in the institution's marketing materials (e.g., website, promotional brochures, etc.). Few if any efforts are made to disseminate the results of activities.	Public engagement appears periodically in the institution's marketing materials. Results of public engagement activities are occasionally disseminated but on an ad hoc basis.	Public engagement appears frequently in the institution's marketing materials, including the website, brochures, press releases. Key networks and forums are kept updated on public engagement activity.	Public engagement appears prominently and consistently in the institution's marketing materials and communications activity. There are extensive efforts to share results of public engagement activities through diverse networks. Strategic support has been allocated to support this activity.