

## Sample Audit Action Plan

Develop an action plan when beginning an audit.

### Setting the stage:

- I. Mission of the church:
- II. Communications ministry mission statement or what we believe is the role of communications in supporting the church mission
- III. Why do we want to do an audit:
- IV. What we hope to find out as a result of the audit
- V. What communications tools do we currently use
- VI. How effective do we believe each tool is
- VII. Who are our audiences (demographics)?
- VIII. What do we want people to do as a result of our communications?
- IX. What is evidence of a communications problem or challenge?

### Getting down to business:

- X. How will we conduct an audit:
  - a. Written survey
  - b. Online survey
  - c. Focus groups
- XI. Who will coordinate the surveys and focus groups, starting when, finishing by when
- XII. How/who will tally the results?
- XIII. Who will develop recommendations
- XIV. How will we inform the congregation and others of the audit results?

Write an action plan to enact recommendations.