**Self-Assessment**

**On a scale from 1 to 5 (1 being the lowest and 5 being the highest), rate the following:**

1. How prepared are you with your video strategy: \_\_\_\_\_
2. How clearly defined are your video objective(s): \_\_\_\_\_
3. How well defined is your plan to use video to achieve your objectives: \_\_\_\_\_
4. How well have you applied baseline metrics to your existing efforts: \_\_\_\_\_
5. How well do you understand your audience’s demographics, attitudes, preferences and/or behaviors: \_\_\_\_\_
6. How well do you understand your audience’s communication practices and the channels they use: \_\_\_\_\_
7. How well you have identified your messaging: \_\_\_\_\_
8. How well have you identified your communication distribution channel(s) to match your audience’s communication practices: \_\_\_\_\_
9. How likely are you to use existing video clips and resources to achieve your objectives: \_\_\_\_\_
10. How likely are you to create your own video to achieve your objectives: \_\_\_\_\_
11. What level of access do you have to the following resources to help you with the video(s) you need to achieve your objectives:
    1. Existing clips and media   
       (e.g., via MOWAA): \_\_\_\_\_
    2. Paid staff: \_\_\_\_\_
    3. Volunteer staff: \_\_\_\_\_
    4. Funding: \_\_\_\_\_
    5. In-kind donations: \_\_\_\_\_
12. How well have you applied metrics and tracked your success to date: \_\_\_\_\_
13. How well have you celebrated success to date: \_\_\_\_\_