Making a Splash:

Reporting Evaluation Results Effectively

Why Report?

- **To demonstrate accountability**
- **To convince**
- **To educate**
- **To explore and investigate**
- **To document**
- **To involve**
- **To gain support**
- **To promote understanding**
- **To promote public relations**

Principles When Reporting

- **Remember that the burden for effectively reporting our results is on us, the evaluators, not on our audience**

- **Be aggressive. Instead of waiting for audiences to request information, actively look for chances to report results.**

- **Simplify, simplify.**

- **Study the audience.**

- **Focus on actions.**

- **Report in many different ways.**

Important Ingredients in A Good Written Evaluation Report

I.   Executive Summary

II.   Introduction of the Evaluation

    A.   Purposes of the evaluation

    B.   Audiences for the evaluation report

    C.   Limitations of the evaluation and explanation of disclaimers

    D.   Overview of report contents

Important Ingredients in A Good Written Evaluation Report

III. **Focus of the Evaluation**

    A. Description of the evaluation object

    B. Evaluative questions or objectives used to focus the study

    C. Information needed to complete the evaluation

IV. **Evaluation Plan and Procedures**

    A. Information collection plan; design of the study

    B. Overview of evaluation instruments

    C. Overview of data analysis and interpretation

Important Ingredients in A Good Written Evaluation Report

V.   Presentation of Evaluation Results

    A.   Summary of evaluation findings

    B.   Interpretation of evaluation findings

VI.   Conclusions and Recommendations

    A.   Criteria and standards used to judge evaluation object

    B.   Judgments about evaluation object

    C.   recommendations

Important Ingredients in A Good Written Evaluation Report

V.   Minority Reports or Rejoinders (if any)

VI.   Appendices

      A.   Detailed tabulation or analyses of data

      B.   Instruments and/or detailed procedures used

      C.   Other information

Rules for Improving Writing Style

- **Avoid jargon.**
- **Use simple, direct language.**
- **Use examples, anecdotes, illustrations.**
- **Use correct grammar and punctuation.**
- **Avoid cluttering narrative with reference notes.**
- **Use language that is interesting, not dull.**

Reporting via Action Recommendations

1. Allocate sufficient time and resources to developing recommendations

2. Consider all aspects of the Issue Fair Game

3. Draw possible recommendations from a wide variety of sources

4. Work closely with agency personnel throughout the process

5. Consider the larger context within which the recommendations must fit

6. Generally offer only realistic recommendations

Reporting via Action Recommendations

7. Decide whether to be general or specific

8. Think twice before recommendation fundamental changes

9. Show the future implications of recommendations

10. Make recommendations easy to understand

11. Stay involved after recommendations have been accepted

12. If recommendation is not accepted, look for other opportunities to recommend it again.

Reporting via Graphics

- Write a message sentence
- Decide what type of comparison this message implies
- Experiment with several different graphics to show this comparison
- Select the graphic that conveys the message best
- Actually construct the graphic
- Pilot test the graphic and revise prn
- Insert the final graphic into the report or briefing
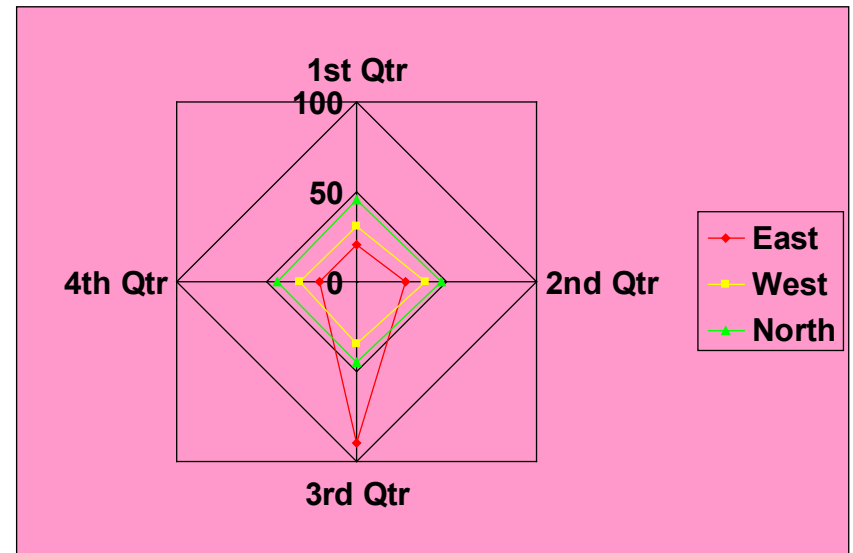
When comparing parts of a whole
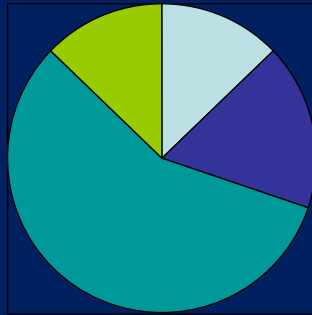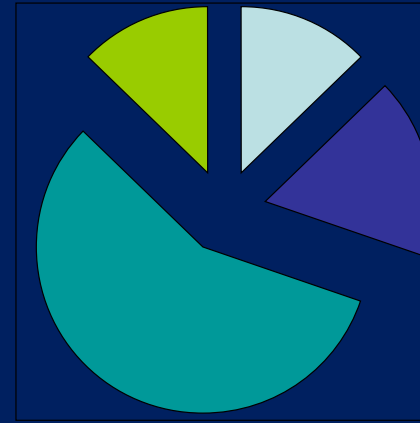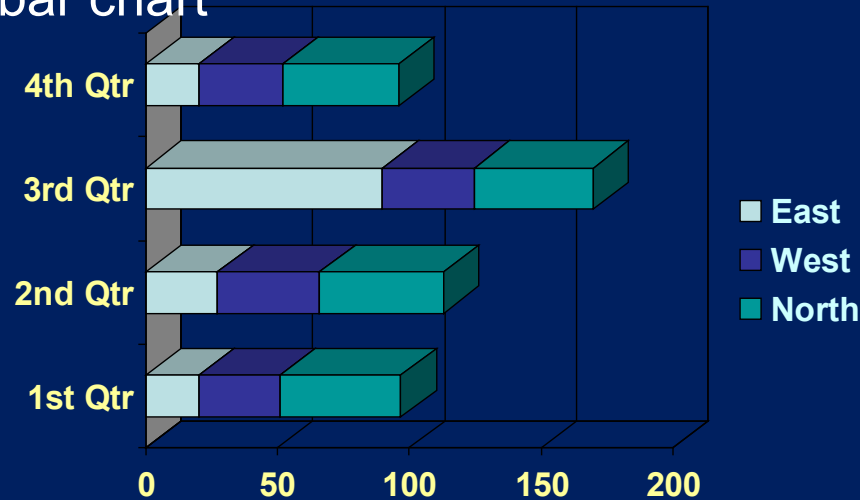
- Pie charts
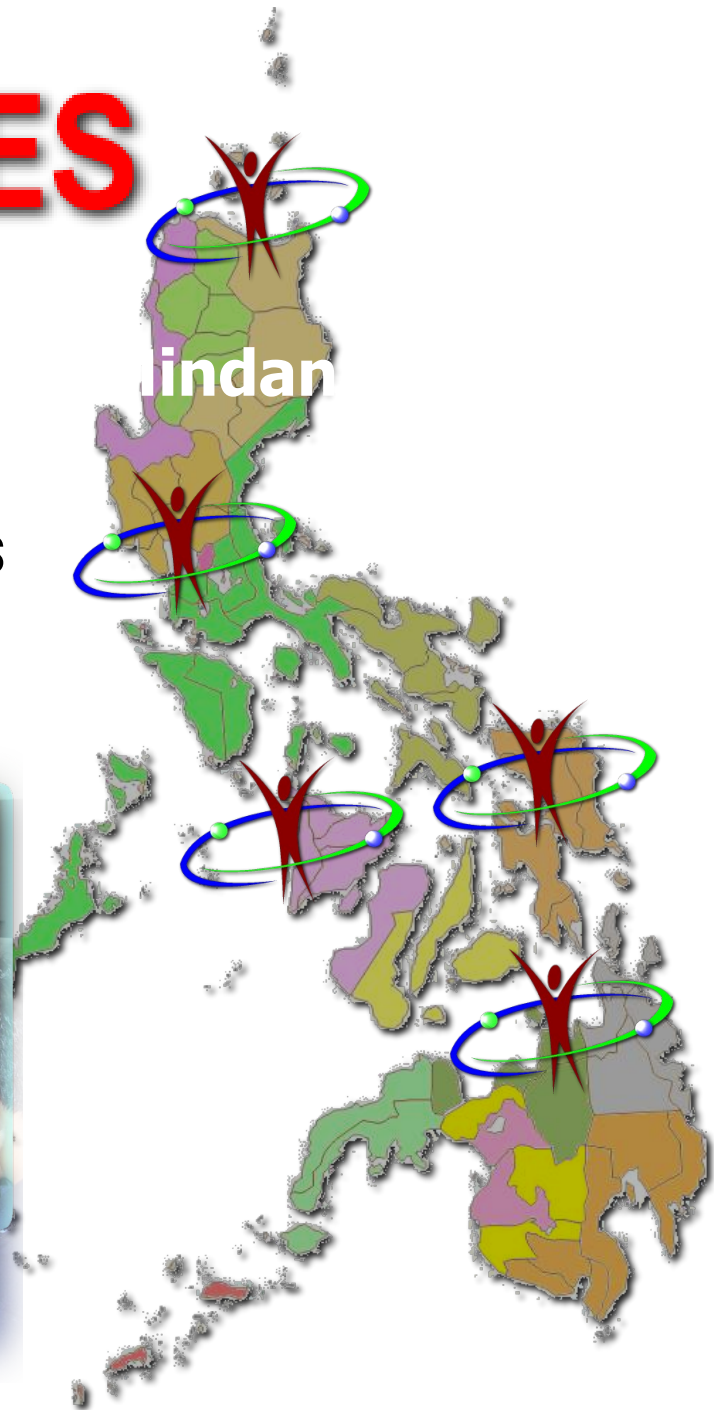- Sliding bar chart
- Percent column chart

Comparing different units

- **Bar charts**
- **Histograms**
- **maps**
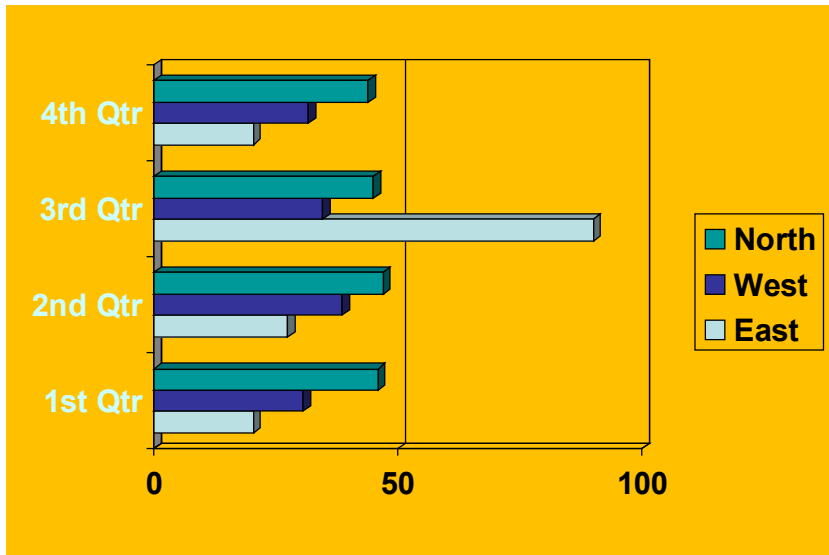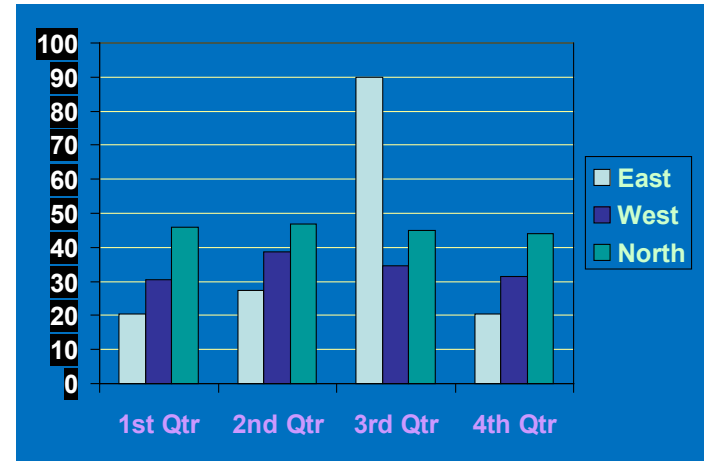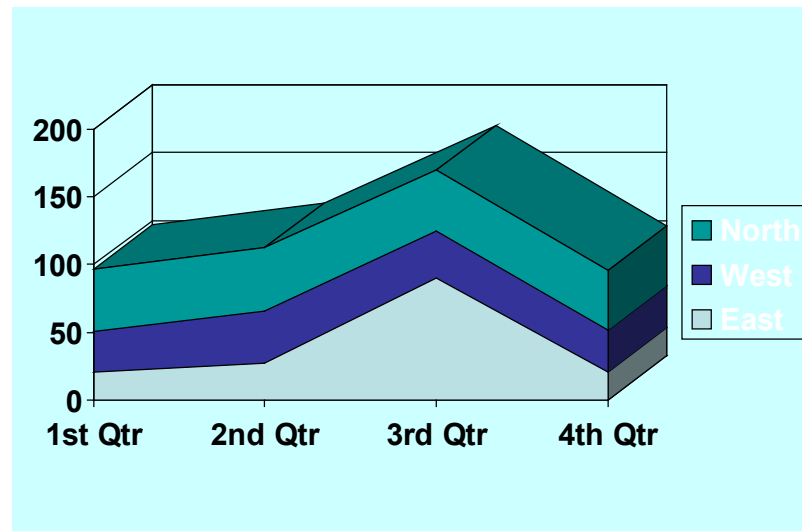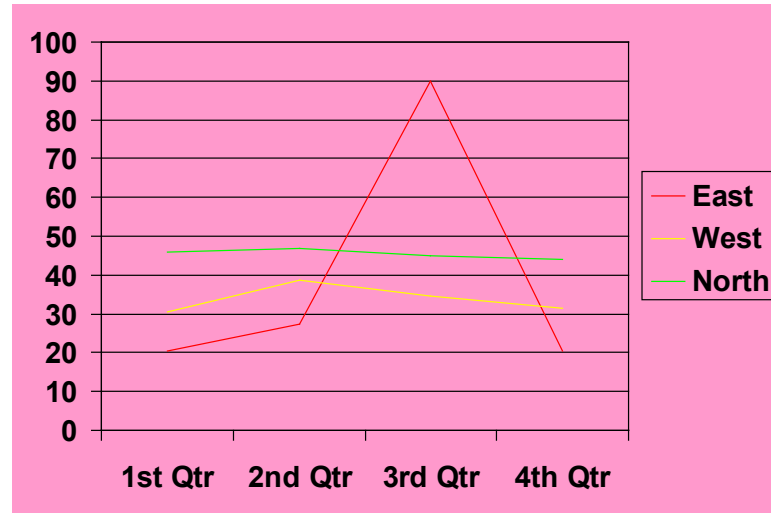
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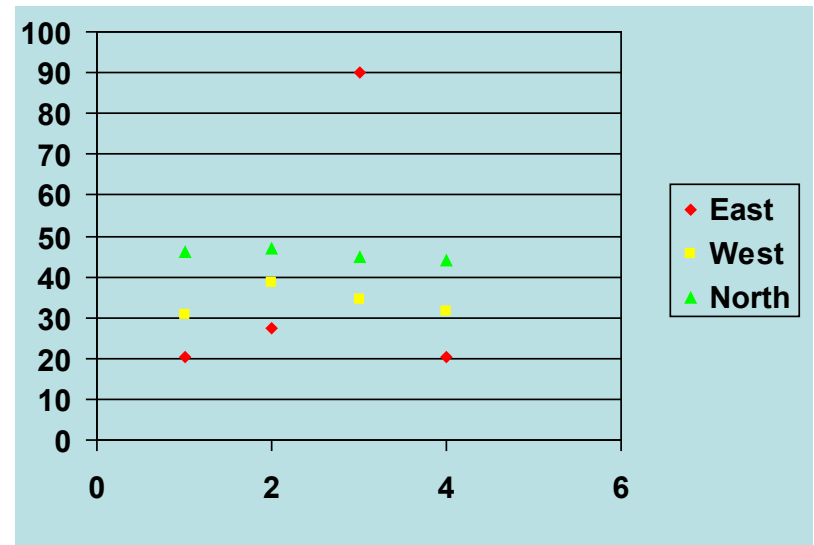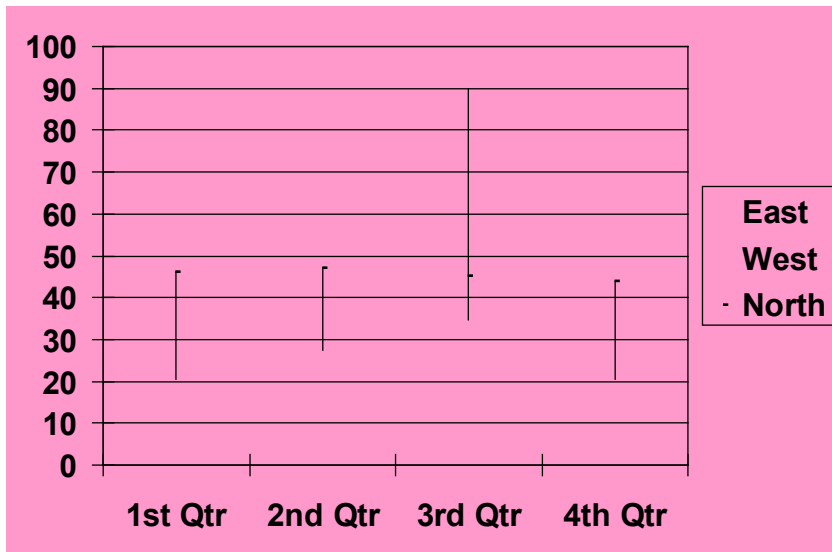
- HSRA convergence sites
- UP-affiliated institutions

Comparing different points in time

- **Line charts**
- **Mountain charts**
- **Vertical charts**
- **Pictographs**
- **Historical timelines**

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Comparing two different variables

- **Scatterplots**
- **Paired charts**

THE END