

Supplement to the Webinar on

Maximizing Evaluation Impact

conducted May 19, 2010

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This material is based upon work supported by the National Science Foundation under Grant No. 0802245. The content reflects the views of the authors and not necessarily those of NSF.

Audience

- Identify stakeholders—those who have a stake in the success or failure of your work—and involve them in the design, interpretation, and use of the evaluation.
- Tailor report formats and focus to audience needs and interests.

“Ensure Use of Evaluation Findings and Share Lessons Learned”: www.cdc.gov/getsmart/program-planner/Step6.pdf

This section of the Center for Disease Control’s program evaluation guide has good tips about communicating results to particular audiences and formulating recommendations.

Checklists on using and communicating evaluation results: www.wmich.edu/evalctr/checklists

See the checklists on Feedback Workshops, Making Evaluation Meaningful to ALL Education Stakeholders, and Patton’s Utilization-Focused Evaluation for practical guidance on how to plan, conduct, and report evaluations to enhance comprehension and use by stakeholders.

Content

- Prioritize evaluation findings and highlight them in a short (1-2 page) executive summary.
- Put the technical details in an appendix.
- Write more like a journalist than an academic (deductively rather than inductively).

“Unlearning Some of our Social Science Habits”: www.jmde.com (keyword search on “unlearning”)

This 2007 article by Jane Davidson in the *Journal of MultiDisciplinary Evaluation* urges evaluators to “get straight to the point” in their reports, rather than rigidly following APA manual (or other) style guidelines.

Presentation

- Don’t crowd your reports and presentation slides with information. Incorporate white space to make them more inviting and to draw attention to the most important elements.
- Present data graphically, keeping charts simple and easy to understand by themselves.
- Use handouts to supplement slide presentations so you can keep your slides uncrowded.

Graphic Design IQ Test: www.perceptualedge.com

This short, interactive quiz quickly and clearly illustrates why some chart designs are better than others.

Garr Reynolds’ Presentation Zen: www.garrreynolds.com

Check out the pages on Design and Presentations for basic tips on improving the graphical and text-based communication of your evaluation results.

Stock Photo Resource: www.istockphoto.com

This is an excellent source of stock photos and other graphical elements that you can use to enhance your presentations, reports, and other print- and digital communications. You purchase “credits” in bulk, which you then use to purchase images.