



Reporting and Using Evaluation Results

Presented on 6/18/15



Learning objectives



By the end of this presentation, you will be able to:

- Understand the importance of communicating and disseminating evaluation results to stakeholders.
- Write an evaluation report and become familiar with other key reporting tools.
- Determine meaningful programmatic changes based on evaluation findings, and learn how to implement them

What you've done and what's left to do

Evaluation is:

- Part of the culture of a learning organization
- An investment in program improvement
- A tool for building a program's evidence base



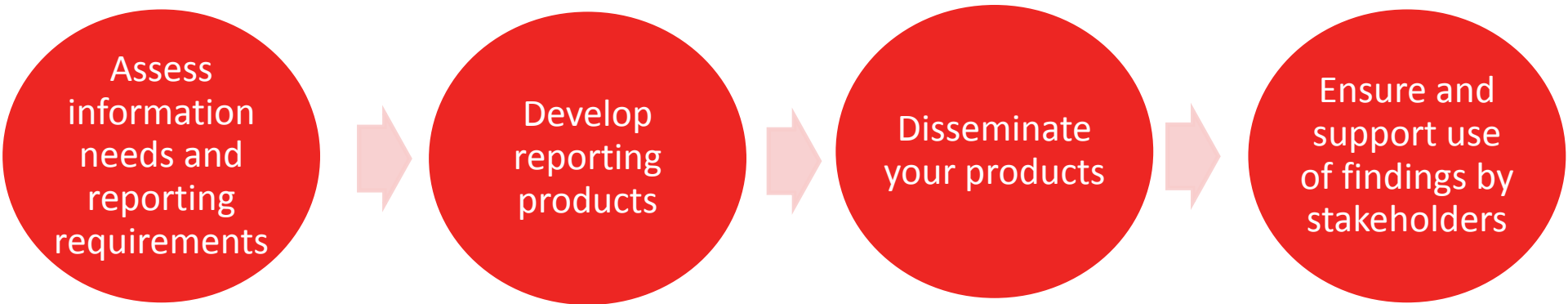
Purpose of reporting



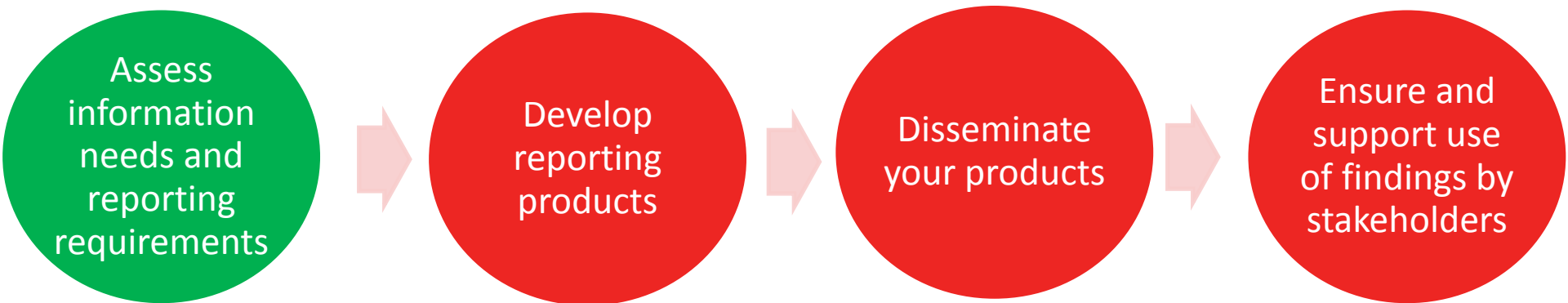
Reporting:

1. Completes the evaluation process by documenting work done and lessons learned
2. Provides an opportunity for reflection and learning, generating ideas for program improvement
3. Monitors and tracks progress in strengthening program
 - a. Demonstrates accountability to stakeholders
4. Communicates accomplishments and what the program does

Basic steps of reporting



Step one: assess needs and requirements



Assess needs and requirements

- How will reporting meet the needs of intended users?
- Are there reporting requirements stipulated by funders?

Dissemination plans



- Develop a dissemination plan
 - Organizational tool that visually lays out information needs, products, timelines, priorities, and roles and responsibilities
 - Begin development early on in the evaluation process!
 - Can use to build products into an external evaluator's contract

Create a dissemination plan

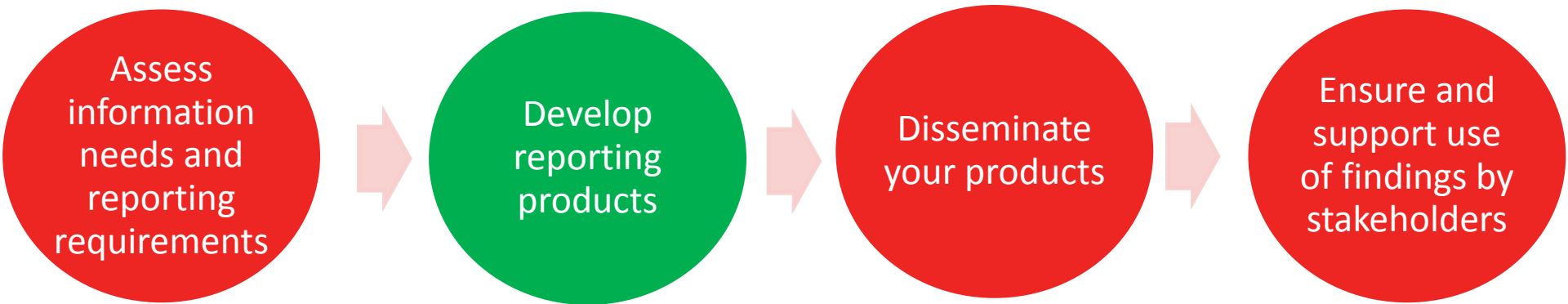
- Elements of a dissemination plan:
 1. Who (stakeholders)
 2. Needs what (information)
 - a. Is it required?
 3. By what time (timeframe)
 4. In what order of importance (priority)
 5. In what format (product/mode)
 6. Who is responsible (creator/distributor)
- Think proactively about what information stakeholders could use!

Facilitated example #1: dissemination plan

Stakeholder	Information Needed	Requirement?	Timeframe or Deadline	Priority	Product	Format	Responsible Staff	Resources?	Follow-up Action, Monitoring
AmeriCorps program	Evidence for intervention to support financial investment	Yes	Recompetition- December, 2017	High	Final evaluation report	Written report, PDF;	Final Evaluation Report: External evaluator; dissemination: staff grant writer	\$5,000 for external evaluator for final evaluation report	Work w/ CNCS R&E office to complete summary brief and post on Evidence Exchange; Discuss results with program officer

*See pre-work handout or annotated example impact evaluation plan on the Evaluation Resources page for context for the example.

Step two: develop reporting products



Types of reporting products

The basic types of reporting products are:

- Written products
- Presentations
- Visuals and graphics
- Supplementary social media and creative products (e.g. photo-reporting)

Written products



- Written products are composed of textual descriptions and recommendations about the evaluation and its findings
- At minimum, you should create a comprehensive evaluation report
 - Derivative products can be created from this report

Written products (cont.)

- Other written products may be derived from the evaluation report or interim reports. These include:
 - Executive summaries
 - Memos and short communication pieces
 - Briefs: technical, practitioner focused, policy, etc.
 - Academic papers or conference papers, white papers, working papers
 - Other: interim reports, press releases and media documents, newsletters, blog posts

Elements of an evaluation report

A complete evaluation report contains:

1. Introduction to the project
2. Description of evaluation design and methods
3. Statement of findings and results

The evaluation report: introduction

Introduction to the evaluation project:

- Describe the evaluation's purpose and research questions
- Give background on the program and its theory of change, with extra detail about the component being evaluated
- Identify the target population under study
- Review past relevant research and evaluation
- Outline the structure of the following report sections

The evaluation report: design and methods

Description of the evaluation design and methods

- Describe the evaluation approach being used (i.e. process, impact), and explain rationale for choice
- Describe the evaluation design (e.g. pre/post-test with comparison group, case study)
- List and describe your data sources (e.g. administrative records)
- Describe the data collection methods used
- Describe study limitations and strengths

The evaluation report: findings

State findings and results

- Describe the results of all analyses conducted
- Use technical appendices for additional analyses, results, and supplemental data
- Label all charts, tables, and graphs

Important considerations when writing a quality evaluation report

Ensure credibility

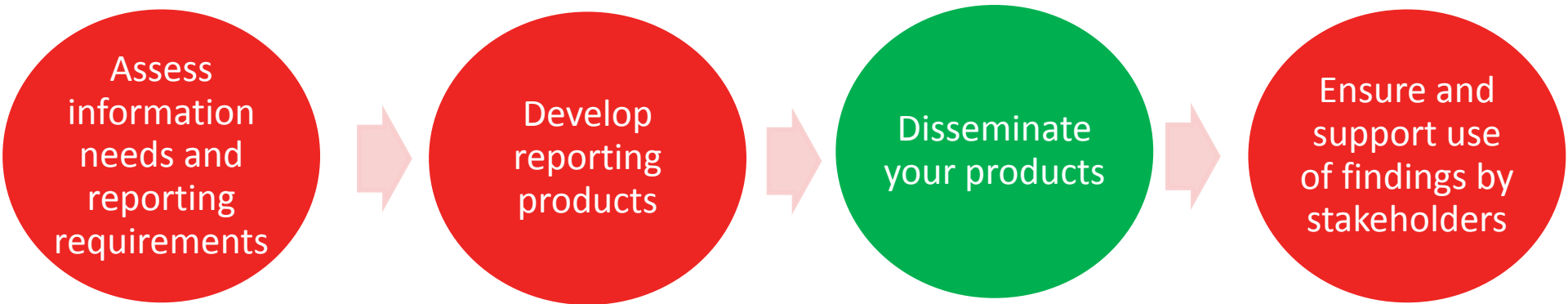
- Discuss study limitations
- Discuss generalizability
- Discuss negative or null findings
- Hold interpretations, recommendations until end of report

Other products

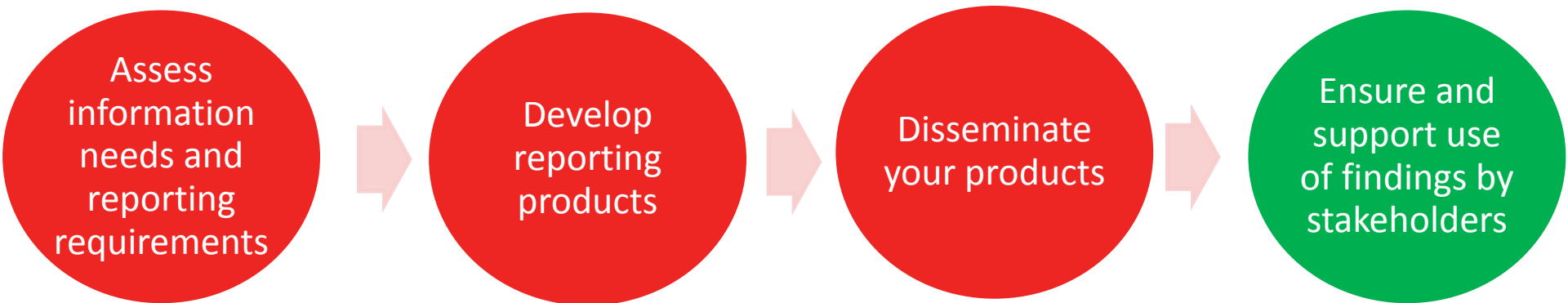


- Presentations- poster, PowerPoint, and webinar
 - Community meetings, conference presentations, and panels
- Visuals and graphics
- Social media and creative products
- Public use datasets

Step three: disseminate your products



Step four: ensure and support use of findings



Using evaluation results for action and improvement

- You've completed your evaluation report, but what do the results mean in practice? How do these results translate into actions?
- Take your findings and make them actionable!
 - Identify program components that are working well
 - Identify program components that need to be improved
 - Develop and implement an action plan for improvement

Identify program components to be improved

- Pair results to the relevant research question:
 - Did anything surprise you?
 - Any interesting or confusing patterns and trends?
 - Revisit logic model and theory of change
 - Conduct additional analyses of the data if necessary
- Decide whether or not enough evidence exists to justify a program improvement
- Suggest possible improvements, actions, or changes

Developing and implementing an action plan for program improvement

- Develop an action plan for implementing change
 - Changes may include: the program design; how a program is implemented; how services are delivered; the staff, etc.
- Specify the logistics
 - Who will carry out these improvements?
 - By when they will take place, and for how long?
 - What resources (i.e., money, staff) are needed to carry out these changes?
 - Who can be an advocate or partner in change?

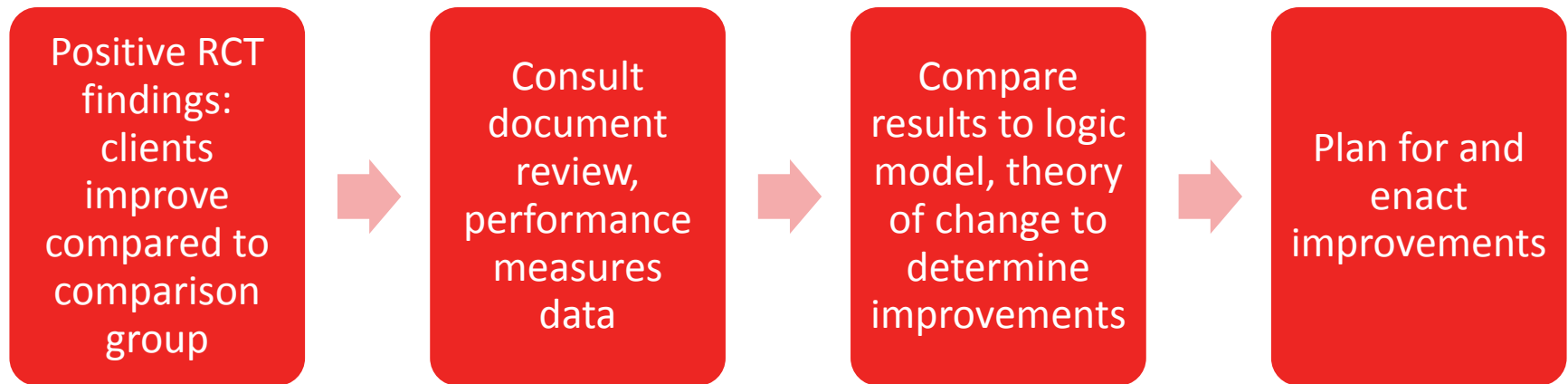
Thinking about the future



Evaluations pay dividends long after they are completed. An evaluation will:

- Build your program's evidence base
- Contribute to a long term research agenda
- Facilitate continuous improvement and develop as a learning organization

Facilitated example #2: using results of an impact evaluation



Facilitated example #2: using results of an impact evaluation

Positive RCT findings: clients improve compared to comparison group



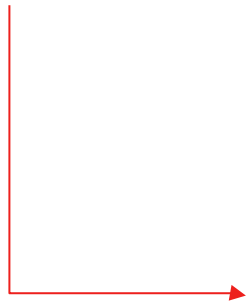
Consult document review, performance measures data



Compare results to logic model, theory of change to determine improvements



Plan for and enact improvements



Positive, significant difference between treatment and control group



Clients are making progress in solving financial problem 6 mos. post program

Facilitated example #2: using results of an impact evaluation

Positive RCT findings: clients improve compared to comparison group



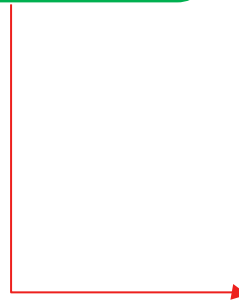
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Compare results to logic model, theory of change to determine improvements



Plan for and enact improvements



Member activity logs show high level of consistency in type, duration, and quantity of service being provided by members



Findings triangulated with performance measures data

Facilitated example #2: using results of an impact evaluation

Positive RCT findings: clients improve compared to comparison group



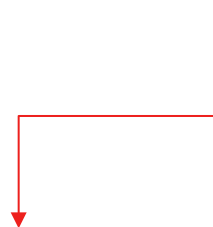
Consult document review, performance measures data



Compare results to logic model, theory of change to determine improvements



Plan for and enact improvements



Findings align with program as described in logic model and theory of change

Facilitated example #2: using results of an impact evaluation

Positive RCT findings: clients improve compared to comparison group



Consult document review, performance measures data



Compare results to logic model, theory of change to determine improvements



Plan for and enact improvements



All site training day



Enhance dissemination plan



Think about next evaluation: fidelity study

Facilitated example #2: using results of an impact evaluation

Positive RCT findings: clients improve compared to comparison group



Consult document review, performance measures data



Compare results to logic model, theory of change to determine improvements



Plan for and enact improvements

Continuous improvement



Increase evidence base



Serve more people, better

Important points to remember

- Reporting should include a variety of different products, for different audiences.
- Create a dissemination plan early on in the evaluation process
- Ensure credibility and objectivity in the evaluation report
- Review results to identify areas for improvement, and create a plan for implementing change

Resources on evaluation

Go to the Evaluation Resources Page on [Nationalservice.gov/resources](http://nationalservice.gov/resources) for more information:

<http://www.nationalservice.gov/resources/evaluation>

- *Community Toolbox: Using Evaluation to Understand and Improve the Initiative* <http://ctb.ku.edu/en/table-of-contents/evaluate/evaluation-to-understand-and-improve>
- *UNEG Quality Checklist for Evaluation Reports* https://www.iom.int/jahia/webdav/site/myjahiasite/shared/shared/mainsite/about_iom/eva_techref/UNEG_Eval_Report.pdf
- *Disseminating Evaluation Findings* <http://www.cdc.gov/healthyouth/evaluation/pdf/brief9.pdf>
- *Using Evaluation to Understand and Improve the Initiative* <http://ctb.ku.edu/en/table-of-contents/evaluate/evaluation-to-understand-and-improve>
- *Using Policy Evaluation Results* <http://www.cdc.gov/injury/pdfs/policy/Brief%207-a.pdf>

Questions?

