

Overview of Formats for Communicating and Reporting Evaluation Results¹

Format	Tips for Communicating and Reporting ²	Level of Interaction with Audience
Webcasts and Webinars	<ul style="list-style-type: none"> • Try out the technology with a trial run • Identify a facilitator • Distribute the agenda, documents, date and time, and technical instructions ahead of time • Solicit feedback regarding logistics and content 	Most Interactive
Cartoons	<ul style="list-style-type: none"> • Use to provide an informal, visually oriented understanding of program impacts and anecdotal scenes • Use to help address and communicate simple or complex issues and findings in an accessible way • Keep in mind the appropriateness of cartoons for the audience • Determine how you will select cartoons or create your own • Support cartoons with other forms of data (e.g., interviews, surveys, achievement measures, etc.) 	Potentially Interactive
Photographs	<ul style="list-style-type: none"> • Use primarily for reporting purposes to support understanding and add visual appeal • Establish a plan for what will be photographed • Support photographs with other forms of data (e.g., interviews, surveys, achievement measures, etc.) • Obtain permission to use photographs • Use multiple photographs to gain multiple perspectives • Include descriptions of the photographs 	Potentially Interactive

¹ Adapted from:
Torres, R.T., Preskill, H., & Piontek, M.E. (2005). *Evaluation strategies for communicating and reporting (2nd Edition): Enhancing learning in organizations*. Thousand Oaks, CA: Sage Publications. This does not need to appear on each page.

² Each format included in the table can be used to communicate findings to build awareness and support for the program, identify successes and gaps to support change and improvement, communicate final findings to demonstrate accountability, promote program involvement, and market products and services.

Format	Tips for Communicating and Reporting	Level of Interaction with Audience
Poster Sessions	<ul style="list-style-type: none"> • Use when there is a need to communicate findings within a short time frame without a captive audience • Keep it simple using key words, phrases, and bullets • Make it easy to read from a distance. • Include photographs, tables, graphs, graphs, and color 	Potentially Interactive
Verbal Presentations	<ul style="list-style-type: none"> • Vary the presentation format using multiple media and multiple presenters • Involve the audience in the presentation using questions, and activities • Develop and adhere to an agenda • Use visuals (limit words, use easy to read format) • In PowerPoint slides, include borders, bullets, icons and images, large print, and color 	Potentially Interactive
Video Presentations	<ul style="list-style-type: none"> • Determine the video's purpose and script • Identify what program activities should be included in the video • Determine if there is a need for external assistance with preparing the video • Obtain permission from video participants • Make the videos stand-alone pieces • Keep in mind who the audience is to help determine the length 	Potentially Interactive
Newsletters, Briefs, and Bulletins	<ul style="list-style-type: none"> • Use to present text and graphics • Keep length 1-4 pages • Provide contact information • Use color and text that are easy to read • Use headlines for newsletter articles 	Least Interactive
Postcards	<ul style="list-style-type: none"> • Limit to a single idea • Focus the information to fit the limited space • Keep to quarter-page to half-page in length 	Least Interactive
Website Communications	<ul style="list-style-type: none"> • Present information in sections that are accessible through web links • Reduce the possibility of viruses being transmitted • Keep in mind the audience's Internet and email access • Verify that links and downloads function properly 	Least Interactive
Written Reports	<ul style="list-style-type: none"> • Include rationale, guiding questions, methodology, results, and recommendations • Be comprehensive and holistic • Use text, graphics, and clear and concise writing • Avoid cluttering narrative with numerous reference notes 	Least Interactive