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Candiya Mann

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It can be challenging to create evaluation reports that present a comprehensive overview of an ATE center or project. This document reviews approaches to ensure that the evaluation report addresses the objectives presented in the proposal, as well as options for sharing the evaluation results.

HELPFUL HINTS

- 1. Keep the big picture in mind.** What is the overarching goal of the project or center? What are the objectives? Even formative reports can include preliminary results on the progress towards these big picture goals. Structure the reports so the reader can find this information.
- 2. Look to the center or project proposal** as a resource for the evaluation report topics and possibly report structure as well.
- 3. Be flexible.** Centers and projects often change course after the proposal is funded. The evaluation reports should cover the full picture of current project/center activities, including those outside of the original scope. In addition to new activities, be sure to address the activities that have been dropped or modified since the proposal was funded.
- 4. Be upfront about the evaluation weaknesses/obstacles.** Discuss what will be done in the future to improve the evaluation.
- 5. If possible, include text, charts, pull-out quotes, and photos** to engage a variety of audiences, from those skimming the report to those who want detailed information. Providing information in multiple formats can also enhance the usefulness of the report for the PIs, making it easier to use as a resource for annual reports, proposals, and marketing materials.
- 6. Give the PIs an opportunity to review the draft report.** This will give them the opportunity to offer additional clarification/context for the evaluation findings, correct any errors in the description of project implementation, etc. Plus, it will ensure that there are no surprises in the final report.
- 7. Collaborate with the PIs to determine the most effective methods to disseminate the evaluation results.** Evaluation reports can be transformed into presentations to be delivered in conjunction with center/project presentations at conferences. Alternately, reports can be condensed into 1-2 page "highlight" documents, which can be useful for recruiting new project participants and industry involvement. If/how to disseminate the evaluation results is ultimately up to the PIs.

FOR MORE INFORMATION

USAID, *Constructing an Evaluation Report*, http://pdf.usaid.gov/pdf_docs/PNADI500.pdf (Contains many other references for preparing evaluation reports)

University of Illinois at Chicago, Center for Research on Women and Gender, *Tools of the Trade: A CWIT Guide to Participatory Evaluation, Stage 3: Writing an Evaluation Report*, http://www.uic.edu/depts/crwg/cwitguide/05_EvalGuide_STAGE3.pdf

Candiya Mann is a Senior Research Manager with the Social and Economic Sciences Research Center at Washington State University. She may be reached at candiya@wsu.edu and 360-373-0468.