Getting Everyone on the Same Page
Practical Strategies for Evaluator-Stakeholder Communication

May 2019 Webinar Handout
The slides and recording for this webinar are available at www.evalu-ate.org/webinars/may19

GOOD COMMUNICATION IS ESSENTIAL TO GOOD EVALUATION

- Clarity of expectations
- Stakeholder buy-in
- Utility of findings

Communication
BEFORE EVALUATION BEGINS

✓ Prepare questions to ask during the first meeting
✓ Acknowledge the importance of both evaluation and project expertise
✓ Create a communication plan up front (see Communication Plan Checklist at bit.ly/checklist-commplan)
✓ Present evaluation options in a budget menu
✓ Organize evaluation details in a matrix by evaluation questions (see Evaluation Data Matrix Template at evalu-ate.org/resources/data-matrix)

Communication
THROUGHOUT EVALUATION

✓ Summarize your evaluation plan in a one-page cheat sheet (see blog on creating a cheat sheet at evalu-ate.org/blog/Robertson-becho-oct18)
✓ Send monthly email updates to avoid gaps in communication
✓ Share preliminary results as soon and as often as possible

Communication
AT THE END OF EVALUATION

✓ Obtain client input on draft report outlines
✓ Ask reflective questions when discussing report drafts
✓ Link conclusions and recommendations to evidence
✓ Document suggestions for future evaluations in recommendation section

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