



## Identify and engage stakeholders

- Your lens sets the tone – inclusion matters throughout the entire process
- Graph the power and influence dynamics
- Revisit history
- Bridge the gaps



## Establish evaluation goals and methods

- Representation matters
- Learn the language
- Attempt to interpret while considering context



## Analyze and interpret findings

- Use Ecological Systems Theory to add context to your analysis and set the stage for your data story
- Build a data interpretation worksheet to engage stakeholders in data interpretation and overall evaluation process
- Engage your audience in fun ways to get them excited about data
  - Fortune Cookies ([link](#))
  - Crossword ([link](#))

# EVALUATORS AS CHANGE AGENTS

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## Developing data collection tools and collecting data

- Make demographics questions culturally responsive:
  - Include open-ended options
  - Alphabetize race categories - don't put minorities at the end of the list
  - Gender is generally more appropriate than sex
- Use standardized scales that have been validated on your population
- Ensure underrepresented groups are included in data collection



## Dissemination and Reporting

- Consider your audience's needs and expectations
- Get your colors, fonts, and overall sketch design down pat before your dive into designing in a program
- Choose a product that best fits your audience (full report, 1-pager, infographic, dashboard, etc.)
- Declutter your graph and let your data story shine through