# PHASE V

# Reporting The Results Of Your Evaluation

The final report must effectively communicate the results of the evaluation project to the intended audience.

## Step 1: Decide what information to include
- Answer your evaluation questions.
- Include the most relevant information.

## Step 2: Write the final report
- Review the sample outline .
- Draft an outline  compatible to your evaluation project.

### NOTE

A large part of the substantive findings concerning the implementation aspects of the evaluation will have already been written during the course of the evaluation project such as:

- Background information, program design details, and goals of the evaluation: These were identified in Phases I and II.

- Documentation on evaluation activities: The more attention paid to detail in record-keeping, the more information there is to describe evaluation procedures.

**Step 1**

# Decide What Information To Include

The information amassed by the end of the data collection and analysis phases may likely exceed the scope of the intended evaluation. To keep the final report meaningful and relevant, stick to answering the evaluation questions. Additional information, deemed noteworthy, may be reported in an appendix or included in interpretive discussions.

It is not necessary to report every minute detail from the findings of the analysis. Decide what is relevant information worth discussing. Report the strongest indicators even if the findings were unexpected.

## Report to the intended audience:

☑ What your evaluation set out to find.

☑ What you actually found.

☑ What you think these findings mean to your audience

## The findings should include:

☑ A documentation of what actually happened in the program;

☑ A description of which strategies worked best in the program;

☑ An analytical review of how well program outcome objectives were met.

**Step 2**

# Write The Final Report

Writing the findings and conclusion sections of the report may seem the most challenging since this is one of the last activities of the project. If you have kept your focus throughout the project on:

- clearly outlined program objectives, and evaluation goals,
- specifically measurable evaluation questions,
- well organized data collection techniques, and
- a targeted analysis,

then writing these sections shouldn't be as big of an effort as it may seem.

## Sample Outline for the Final Report

### Executive Summary

Usually written last, it should be a non-technical overview of the evaluation, its findings, implications and conclusions. It is usually 1-3 pages.

### Introduction

1. Begin with a list of the goals of the evaluation and the rationale for choosing these goals. If necessary, this may include an explanation of what was not intended to be accomplished within the scope of the evaluation.

2. State general evaluation questions.

3. Provide a background of county information, including assessed risk and protective factors.

4. Provide a summary history of the program's implementation in the county, including the rationale for its implementation.

5. Define the program. Refer to Phase II, Step 1.
   Include:
   - Overall program mission or goal;

   - Target population, schools that administered the program, and how these were selected;

   - Program design, plan, and components: this will include program implementation objectives such as planned activities, delivery specifications, planned target population, program staff selection and training;

   - Materials and resources necessary for the program delivery;

   - Program outcome objectives expected for each component of the program as stated in the design plan;

   - Program outcome objectives expected as stated in the SDFS grant proposal.

6. Give the rationale for evaluating this program.

7. List notable constraints to the evaluation project (e.g., not able to establish a comparison group or, only focusing on one component of program)

## Description of the Evaluation Procedures

1. A brief description of general procedures including the members of the evaluation team, each members' general responsibility, and the record keeping mechanisms used.

2. Provide an outline of the design plan.

## **Description of Procedures and Findings for Each General Evaluation Question**

1. State the general question and provide a statement of the findings. Include whether they were expected or unexpected.

2. Provide a description of data collection procedures. Every step of the evaluation process should be described. This lends credibility to and substantiates the findings. Tell exactly how the information was obtained. For each specific evaluation question include:

   - The methods used and the types of data collected,

   - A description of data collection technique used,

   - A description of data sources,

   - A description of sampling procedures.

3. Provide a description of data collected.

4. Provide a description of data analysis procedures.

5. Detail a description of results of the analysis.

   - For evaluation questions concerning implementation this can be written as a story or narrative. Include tables and/or charts if they are helpful.

   - For outcome evaluation questions, include charts, tables, and graphs as a way to quickly display results.

6. Make a statement(s) about the findings with respect to each specific evaluation question.

7. Make a statement regarding the factors that may have affected evaluation findings with respect to the program and with respect to the evaluation project.

## Conclusions and Recommendations

1. Include interpretation of results for each evaluation question.

2. Discuss issues of program effectiveness and link implementation strategies with outcome results.

3. Discuss other pertinent issues.

4. Make recommendations.

# Things To Remember

1. Start early.

2. Stay focused on answering the evaluation questions.

3. Tell the story of the evaluation using a mix of narrative description and statistical analysis.

4. Make the report concise and readable.

5. Report *strongest* findings.

6. Present summary tables and graphs that summarize the narrative where pertinent.

7. Summarize with program assessment statements throughout the report.

8. It may be helpful to present a draft version of the report to prospective audience or your colleagues to get feedback.