

## 2016 NISBRE WORKSHOP INFORMATION

### **Name, title, institution, and email address of each facilitator**

Cheryl M. Ackerman, Director of Evaluation, University of Delaware (cma@udel.edu)

Sharon O'Connor, Center for Program Design & Evaluation at Dartmouth (sharon.oconnor@dartmouth.edu)

The invited speaker is:

Ann K. Emery, Consultant (annkemery@gmail.com)

### **Session theme or topic:**

Program evaluation

### **Session format (lecture, facilitated discussion, panel discussion, Q&A):**

Workshop

**Session title:** "Getting the Word Out - Communicating Evaluation Results to Diverse Audiences"

### **Provide 3 anticipated participant learning outcomes:**

Participants will learn how to:

1. Think more strategically about their audience, and how to best communicate results and ideas
2. Use effective data visualization to show the data in a way that tells their story with power and purpose
3. Create material that supports their audience's acquisition of information quickly and easily (e.g., emphasize data, remove clutter, and use attributes like font, color, etc. effectively)

### **Intended audience (INBRE, COBRE, CTR, students, faculty, PI's):**

The intended audience is primarily evaluators and those involved with program evaluation and data collection. People who share process data (to demonstrate program progress) with diverse audiences are also welcome.

### **Abstract (200 Words):**

The science of evaluation includes more than just collecting, analyzing, and reporting data. A critical skill of a successful evaluator is to know how to effectively communicate results. This workshop will introduce some approaches and tools to help you strategically select and deliver meaningful results that are quickly understandable by a range of audiences. Are you ready to move beyond the required Research Performance Progress Report (RPPR)? Do you want to learn how to share your successes and challenges with key stakeholders at multiple levels?

Our guest speaker and facilitator, Ann K. Emery, will present strategies to help you tell the story in your results. She will focus on practical considerations of disseminating that story to a range of stakeholders: from your Steering Committee to your EAC to regional or state-level policy makers and decision makers. Learn how to keep your audience's interests front and center, matching your message to their needs. Explore the myriad options for designing and displaying quantitative and

qualitative data. Understand the impact of different types of data presentations. Be prepared to reflect on your own work and apply what you learn during the workshop. By the end of this workshop, you will have new skills to effectively communicate evaluation results to all of your (diverse) audiences.

**Additional Materials, Web Information or Additional Information:**

None