

# The Power of Data: Understanding and Communicating Program Results

## Why Evaluate?



## Know Your Audience

1. Who is your audience?

- Program staff
- Program participants
- Funders/donors
- Other staff at your agency
- And more...

2. What will they do with the information?

- Adjust program delivery
- Make a decision to enroll in services
- Make funding decisions
- Write reports or grant applications
- And more...

## Evaluation Questions of Interest



What was the status at the beginning of the program?



Which area should we focus more attention on in the future/has the lowest score?



What is the current status?



Which area is the strongest/ has the highest score?



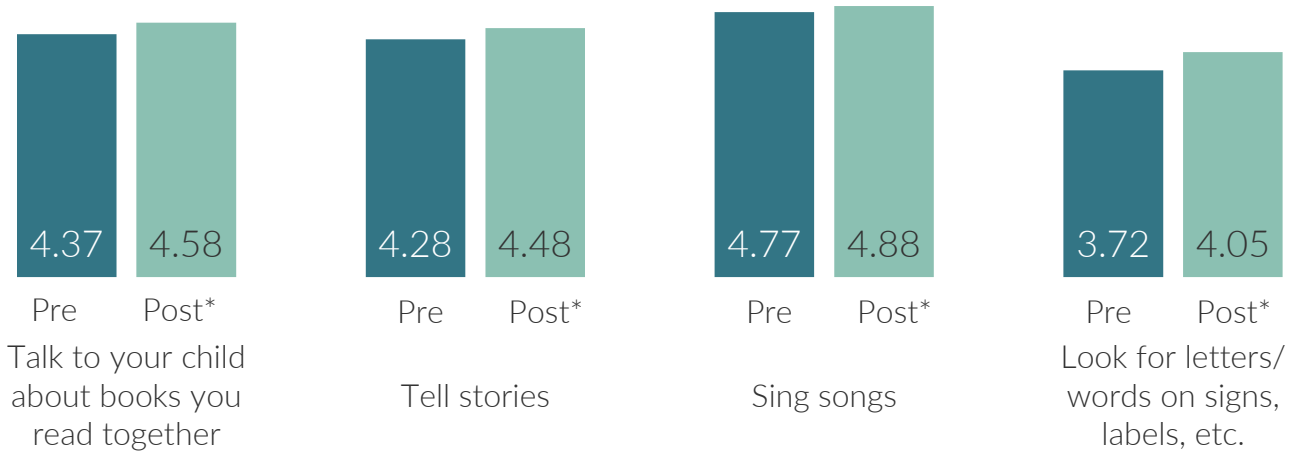
What changed over time?



What do we know about [Area X]?

# Practice Communicating Results

## Average Frequency of Literacy Activities



n=912

\* = data statistically significant,  $p < .05$

1. Who is your audience?

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2. What will they do with the information?

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3. What evaluation question is the best fit for this audience and purpose?

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4. Draft a sentence that shares a finding from the graph above and fits the scenario you outlined in questions 1-3.

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