WHAT?
is a one pager
**WHAT?**
is a one pager

**SELF-SUFFICIENCY OVERVIEW**

The Life Guides Program aims to coach and support families to increase their self-sufficiency across several domains. The data presented reflects changes in self-sufficiency scores for participants in the Self-Sufficiency Monitor® tool used for the program from 2016-2017. The tool assesses and defines self-sufficiency for each domain, and the change in scores can be found in Appendix A. Families are rated on a scale from 1 (in crisis) to 4 (self-sufficient) on 10 domains and 5 domains.

<table>
<thead>
<tr>
<th>Domain</th>
<th>Mean Change</th>
<th>Median Change</th>
<th>1st Quartile Change</th>
<th>3rd Quartile Change</th>
<th>Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>5%</td>
<td>3%</td>
<td>1%</td>
<td>17%</td>
<td>Yes</td>
</tr>
<tr>
<td>Income</td>
<td>10%</td>
<td>6%</td>
<td>3%</td>
<td>15%</td>
<td>Yes</td>
</tr>
<tr>
<td>Housing</td>
<td>15%</td>
<td>13%</td>
<td>10%</td>
<td>16%</td>
<td>Yes</td>
</tr>
<tr>
<td>Education</td>
<td>15%</td>
<td>7%</td>
<td>0%</td>
<td>10%</td>
<td>No</td>
</tr>
<tr>
<td>Family Social</td>
<td>4%</td>
<td>18%</td>
<td>8%</td>
<td>28%</td>
<td>No</td>
</tr>
<tr>
<td>Parenting</td>
<td>18%</td>
<td>17%</td>
<td>8%</td>
<td>28%</td>
<td>Yes</td>
</tr>
<tr>
<td>Mental Health</td>
<td>18%</td>
<td>17%</td>
<td>8%</td>
<td>28%</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*Note: Data is based on the Life Guides assessment tool used with this study. These results are not intended to be indicators of success or failure of the Life Guides Program.*

Created for Goodwill Life Guides by Lyssa Becho & Kelly Robertson (2017)

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**WHAT?**
is a one pager

**Evaluation in ATE: 2015**

The following table summarizes a snapshot of aspects of RCT evaluations, as reported by evaluation centers in 2015. The table represents a snapshot of the landscape of research and evaluation in RCTs.

<table>
<thead>
<tr>
<th>Type of Evaluation</th>
<th>Overall N (%)</th>
<th>Evaluation N (%)</th>
<th>Observation N (%)</th>
<th>Evaluation/observation N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-test only</td>
<td>18%</td>
<td>26%</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Post-test only</td>
<td>14%</td>
<td>22%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Pre-test/post-test</td>
<td>16%</td>
<td>23%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Baseline</td>
<td>14%</td>
<td>22%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Follow-up</td>
<td>7%</td>
<td>12%</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Note: Data is based on a survey of evaluation centers in 2015. The table represents a snapshot of the landscape of research and evaluation in RCTs.*

Created for EvaluATE by Emma Park, Lyssa Becho, & Miranda Lee (2016)

www.evalu-ate.org
WHAT?
is a one pager
WHY?
a one pager
HOW?
to create a one pager

1. Identify the audience
2. Identify the purpose
3. Prioritize the information
4. Choose a grid
5. Draft the layout
6. Create an intentional visual path
7. Create a purposeful hierarchy
8. Use white space
9. Get feedback
10. Triple check consistency
HOW? to create a one pager

HANDOUT: bit.ly/EvaluATE-AEA

One Pager: Simple and Effective Reporting

HOW? to create a one pager

One Pagers
Simple and Engaging Reporting
Emma Perk & Lyssa W. Becho

1. Identify the audience
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One Pagers
Simple and Engaging Reporting
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Handout: bit.ly/EvaluATE-AEA

www.evalu-ate.org
HOW?

to create a one pager

ONE PAGERS
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Identify the AUDIENCE
Identify the **AUDIENCE** 1

- Webinar participants
- Advisory group
- NSF funder
- General public

**Primary audience**

**Secondary audience**

Identify the **PURPOSE** 2
Identify the **PURPOSE** 2

**Purpose Statement:**
To show the webinar audience reach and to summarize initial reactions and learning outcomes.
Prioritize the information 3

THE OYSTER
Cole Nussbaumer Knaflic
Storytelling with Data

Data Collected
Prioritize the **INFORMATION**

**MEANINGFUL DATA**

**THE OYSTER**
Cole Nussbaumer Knaflic
*Storytelling with Data*

---

**REPORT ALL DATA COLLECTED**

**THE OYSTER**
Cole Nussbaumer Knaflic
*Storytelling with Data*
Prioritize the 

INFORMATION 3

Providing Call Outs on Meaningful Data

THE OYSTER
Cole Nussbaumer Knaflic
Storytelling with Data

Prioritize the 

INFORMATION 3

Use One Pager to Report on Only Meaningful Data

THE OYSTER
Cole Nussbaumer Knaflic
Storytelling with Data
Prioritize the **INFORMATION 3**

1. Header Information- Title, Date, Logo, Overall n
2. Audience- Who is Attending?
3. Audience Satisfaction
4. Audience Perceived Relevance
5. Audience Perceived Quality
6. Footer information- Where to find more info?

---

**Audience reach**

- Learning outcomes

**Reactions**

- overall quality
- satisfaction
- relevance
Choose a GRID 4

DOWNLOAD GRIDS: bit.ly/EvaluATE-AEA
Choose a GRID 4

Draft the LAYOUT 5
Draft the LAYOUT 5

Note!
Draft the Layout

WEBINAR

VIDEO: CREATING A ONE PAGER IN POWERPOINT

https://youtu.be/3HDmM5mWTyY
Create an intentional visual path

Tableau eye tracking study (2017)
https://youtu.be/iBAFBqd7t1k
Tableau eye tracking study (2017)  
https://youtu.be/kyNd1XN15fg

Create an intentional VISUAL PATH 6
Create an intentional visual path 6

WEBCASTER
report
Evaluation: All the Funded RFP proposals are Done.
81
August 13, 2017
Lesli Wengert and Meila Canetti
back from the road

60
attendees

1. What evaluation information is included in RFP proposal?

2. Where to include evaluator's description in proposal?

98% of attendees found the webinar was relevant to their work.
98% of attendees found the webinar was high-quality.

95% of attendees found the webinar was relevant to their work.
88% of attendees found the webinar was high-quality.

98% of attendees were satisfied with the webinar.
88% of attendees were satisfied with the webinar.
Create an intentional **VISUAL PATH**

- [Image of the figure with the text: One Pager: Simple and Effective Reporting.]

- [Website URL: www.evalu-ate.org]

- [AEA 2017]
Create an intentional visual path

WE/NAR report
1. Evaluation of the funded RFP proposals are being it
2. Reporting on IT
3. Last minute and other changes
4. Technical help

Create an intentional visual path

98% 95% 88%

98% 95% 88%

www.evalu-ate.org
Create a purposeful **HIERARCHY**

**Evaluate Style Guide**

This guide is the ultimate say in how to format Evaluate documents. Always use this document as a guide when designing for Evaluate.

<table>
<thead>
<tr>
<th>Example Font</th>
<th>Hue</th>
<th>Size</th>
<th>Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Cabin</td>
<td>26</td>
<td>Bold</td>
</tr>
<tr>
<td>Subtitle</td>
<td>Cabin</td>
<td>18</td>
<td>-</td>
</tr>
<tr>
<td>Heading 1</td>
<td>Cabin</td>
<td>16</td>
<td>-</td>
</tr>
<tr>
<td>Subheading 1</td>
<td>Cabin</td>
<td>14</td>
<td>-</td>
</tr>
<tr>
<td>Heading 2</td>
<td>Cabin</td>
<td>14</td>
<td>-</td>
</tr>
<tr>
<td>Subheading 2</td>
<td>Cabin</td>
<td>12</td>
<td>-</td>
</tr>
<tr>
<td>Text</td>
<td>Cabin</td>
<td>12</td>
<td>-</td>
</tr>
</tbody>
</table>

**Style Guide for Evaluate**

- **Title:** Use Cabin, size 26, bold.
- **Subtitle:** Use Cabin, size 18, regular.
- **Heading 1:** Use Cabin, size 16, regular.
- **Subheading 1:** Use Cabin, size 14, regular.
- **Heading 2:** Use Cabin, size 14, regular.
- **Subheading 2:** Use Cabin, size 12, regular.
- **Text:** Use Cabin, size 12, regular.

**Section 3: Fonts**

- Use Cabin, size 12, regular for headings.
- Use Cabin, size 10, regular for subheadings.
- Use Cabin, size 12, regular for text.

**Colors**

- **Primary Color:** Use #0078D4 for text, headers, and subheadings.
- **Secondary Color:** Use #333333 for text.
- **Neutral Color:** Use #F7F7F7 for background.

- Evaluate evaluates the colors and fonts used across its documents.
Create a purposeful HIERARCHY

Style Guide for EvaluATE
This is a guide to help ensure the correct style is used on all EvaluATE documents.

Section 1- Fonts
This section features the different fonts used by the project, the type style and size.

Title
Calibri bold
20 pt

Subtitle
Calibri Light
18 pt

Heading 1
Calibri bold
16 pt

Subtitle 1
Calibri Light
16 pt

Body text
Calibri
11 pt

WEBINAR report

Create a purposeful HIERARCHY

98% satisfied
95% relevant
88% quality

60 attendees
30% TEs
30% EAs
20% PEs
10% Mves

Use white space

Not enough white space

Too much white space

Use white space 8
One Pager: Simple and Effective Reporting

Use white space

WEBINAR REPORT

Evaluation of the funded WIF proposals are being
published to WIF Poster in 2017

60 attendees

98% of attendees were satisfied
95% found the content useful
88% would attend another webinar

Get FEEDBACK

www.evalu-ate.org
One Pager: Simple and Effective Reporting

Get FEEDBACK 9

REACHED AN audience of 60

INCREASED PARTICIPANTS' KNOWLEDGE of webinar topics (before and after)

95% of respondents indicated that the webinar was relevant.
88% of respondents indicated that the webinar met their expectations.

LOUI'S REVIEW

WEBINAR report

Get FEEDBACK 9

REACHED AN audience of 109

INCREASED PARTICIPANTS' KNOWLEDGE of webinar topics (before and after)

95% of respondents indicated that the webinar was relevant.
88% of respondents indicated that the webinar met their expectations.

LOUI'S REVIEW

www.evalu-ate.org
**STEPS**
to create a one pager

1. Identify the **audience**
2. Identify the **purpose**
3. Prioritize the **information**
4. Choose a **grid**
5. Draft the **layout**
6. Create an intentional **visual path**
7. Create a purposeful **hierarchy**
8. Use **white space**
9. Get **feedback**
10. Triple check **consistency**

---

**WEBINAR report**

- **Evaluation:** All the Funded ATE programs are done.
- **August 14, 2017**
- **Firstographs and ATE Experts**
- **Including 79 weeks**

**60 attendees**

- Who did not attend?
  - 3% did not attend
  - 3% did not attend

**98% satisfied**

- **95%** if the website was effective
- **88%** if the website was high-quality

---

**WEBINAR report**

- **Evaluation:** All the Funded ATE proposals are done.
- **August 15, 2017**
- **Firstographs and ATE Experts**
- **Including 79 weeks**

**109 attendees**

- **53%** of respondents are effective
- **30%** of respondents are effective
- **1%** of respondents are effective

**REACHED A DIVERSE AUDIENCE**

- **83%** of respondents are effective
- **83%** of respondents are effective
- **88%** of respondents are effective

**INCREASED RESPONDENTS’ KNOWLEDGE OF WEBinar TOPICS (BEFORE AND AFTER)**

- **83%** of respondents are effective
- **88%** of respondents are effective
- **88%** of respondents are effective

**RATED IN ALL AREAS MEASURED**

- **95%** of respondents are effective
- **95%** of respondents are effective
- **95%** of respondents are effective

---

**first draft prior to feedback**

**final draft after feedback**
Triple check

CONSISTENCY 10

Fonts
Alignment
Size
Colors
Ta Da!

FINAL RESULT

AVAILABLE ONLINE
slides, grid templates & handout

bit.ly/EvaluATE-AEA
Thank you

Emma Perk
emma.perk@wmich.edu

Lyssa Wilson Becho
lyssa.becho@wmich.edu