

# Getting Everyone on the Same Page

## Practical Strategies for Evaluator-Stakeholder Communication

May 2019 Webinar Handout

The slides and recording for this webinar are available at [www.evalu-ate.org/webinars/may19](http://www.evalu-ate.org/webinars/may19)

### GOOD COMMUNICATION IS ESSENTIAL TO GOOD EVALUATION

↑ Clarity of expectations

↑ Stakeholder buy-in

↑ Utility of findings

#### Communication

#### BEFORE EVALUATION BEGINS

- ✓ Prepare questions to ask during the first meeting
- ✓ Acknowledge the importance of both evaluation and project expertise
- ✓ Create a communication plan up front (see Communication Plan Checklist at [bit.ly/checklist-commplan](http://bit.ly/checklist-commplan))
- ✓ Present evaluation options in a budget menu
- ✓ Organize evaluation details in a matrix by evaluation questions (see Evaluation Data Matrix Template at [evalu-ate.org/resources/data-matrix](http://evalu-ate.org/resources/data-matrix))

#### Communication

#### THROUGHOUT EVALUATION

- ✓ Summarize your evaluation plan in a one-page cheat sheet (see blog on creating a cheat sheet at [evalu-ate.org/blog/Robertson-becho-oct18](http://evalu-ate.org/blog/Robertson-becho-oct18))
- ✓ Send monthly email updates to avoid gaps in communication
- ✓ Share preliminary results as soon and as often as possible

#### Communication

#### AT THE END OF EVALUATION

- ✓ Obtain client input on draft report outlines
- ✓ Ask reflective questions when discussing report drafts
- ✓ Link conclusions and recommendations to evidence
- ✓ Document suggestions for future evaluations in recommendation section



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