

Communicating and Reporting Plan

Step 1: List single audience below: (individual or group).	2. Audience Characteristics								
	How Accessible?	Reading Ability?	Familiarity with program or evaluation?	Attitude toward/interest level in program?	Role in decision making about program or evaluation?	Familiarity with research and evaluation in general?	Attitude toward/interest level in this evaluation?	Experience using evaluation findings?	
1	Easily	High Level	Very Familiar	Positive/High	Crucial	Very Familiar	Positive/High	Substantial	
	With some effort	Mid Level	Somewhat Familiar	Neutral	Important	Somewhat Familiar	Neutral	Some	
	With substantial effort	Low Level	Not Familiar	Negative/Low	Minor	Not Familiar	Negative/Low	None	
		Non-Reader			No Role				
Step 2: For each characteristic to the right, mark the response that best describes this audience.	Don't Know	Don't Know	Don't Know	Don't Know	Don't Know	Don't Know	Don't Know	Don't Know	
<p>Step 3: check the purposes for communicating with this audience.</p> <p>Step 4: Considering the audience and the purpose, prioritize each communicating and reporting task.</p> <p>Step 5: Note Implications that the characteristics of this audience may have for the contents of communications reports.</p> <p>Step 6: Indicate the appropriate formats to use.</p> <p>Step 7: Indicate date for for communication/report.</p> <p>Step 8: Indicate resources needed</p>		3. Communicating/Reporting Purpose		4. Priority	5. Implications for Content	6. Formats to Use	7. Dates	8. Resources Needed	
	During the Evaluation	<input type="checkbox"/>	Include in Decision Making about Evaluation Design and Implementation.		HI MED LO				
		<input type="checkbox"/>	Inform About Specific Upcoming Evaluation Activities.		HI MED LO				
		<input type="checkbox"/>	Keep Informed About Overall Progress of the Evaluation.		HI MED LO				
		<input type="checkbox"/>	Communicate Interm Findings		HI MED LO				
	After the Evaluation	<input type="checkbox"/>	Inform About Program and Evaluation to Build Awareness and/or Support		HI MED LO				
		<input type="checkbox"/>	Communicate Final Findings to Support Change and Improvement		HI MED LO				
		<input type="checkbox"/>	Communicate Final Findings to Show		HI MED LO				
		<input type="checkbox"/>	Other		HI MED LO				

