

Sharing results with stakeholders

Sharing evaluation results with a wide range of stakeholders can be a great way to generate discussion about how to improve or expand a project, raise the visibility of the project, and impress current and potential funders.

When should you share evaluation findings?

Ideally, evaluation findings will be shared *during and after* the implementation period.

During the implementation and evaluation process:

- Keep stakeholders informed about the progress of the evaluation and their role in upcoming evaluation activities.
- Make mid-course corrections in the evaluation tools or methods if needed.
- Review process evaluation findings to make improvements to programming.
- Evaluation reporting during implementation (such as in the middle of a school year) may need to be very informal (discussions, emails).
- It's important that program implementers have access to evaluation results on a timely basis so that they can make improvements as they go.

After implementation:

- Share results on final output tallies and actual outcomes.
- Use process and outcome evaluation findings to guide Continuous Quality Improvement (CQI). Having a year-end CQI meeting where you review the evaluation findings and identify steps for improvement is a good way to start.
- Positive findings can be highlighted to publicize the project and attract new supporters, but make sure that all evaluation findings (positive *and negative*) are available for stakeholders to review. Don't hide bad news; use it to make things better or to re-prioritize activities.

With whom should you share evaluation findings?

Evaluation findings should be shared widely.

- Those who are directly implementing and planning activities should carefully review all detailed findings.
- Briefer summaries may be appropriate for broader stakeholder groups (collaboratives, coalitions), the general public, and relevant policymakers (such as county commissioners and school superintendents).
- Carefully review funder requirements for reporting evaluation findings. Formats and level of detail vary widely by funder.

How should you share evaluation findings?

Evaluation findings should be presented in visually appealing and user-friendly formats. It is often helpful to prepare products with different levels of detail, such as executive summary one-pagers for some audiences and longer reports for other audiences. Refer to the "Presenting Evaluation Results" overview and the "Key Elements of an Evaluation Report" for more information about evaluation report formats.

Sources: *DELTA and Empower Programmatic Guidance for Continuous Quality Improvement (CQI) & Sustainability* (7/10),