



How to Communicate Evaluation Findings

Lynn Lyons Morris, Carol T. Fitz-Gibbon, Marie E. Freeman

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How to Communicate Evaluation Findings Lynn Lyons Morris, Carol T. Fitz-Gibbon, Marie E. Freeman Evaluation is only of use if its results are communicated to users and stakeholders -- this concise volume demonstrates how this is done. In keeping with current trends in evaluation, the authors argue that communication needs to take place throughout the evaluation process. The importance of maintaining a variety of channels of formal and informal reporting mechanisms is shown. The need to tailor the medium and the message for intended audiences and uses is also stressed. Knowing your audiences and comprehensively planning for communication with them is advocated. How to Communicate Evaluation Findings is a substantially revised version of How to Present an Evaluation Report in the original Kit. The book continues to offer practical tips on how to communicate effectively, on using graphs and tables, and on presenting evaluation reports. Worksheets are provided where appropriate.



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