9

Annual Evaluation Report

How do I tell the story of my work?

An evaluation report includes two important sections: a Summary of Program Evaluation Highlights and an Annual Evaluation Report, which is a more in-depth description of your summary.

The short story

A **Summary of Program Evaluation Highlights** is a brief evaluation report that covers the most important lessons that you learned from your program evaluation. Your report should be one page, at most, and is meant for audiences who just need the "short story." The conciseness of the report makes it appropriate for many audiences. This might include:

- People close to you, such as colleagues and supervisors.
- Institutions in your community with whom you would like to build and maintain a relationship. *For example, for programs provided in schools, the summary can inform school staff about what is happening with your program.*
- Policy makers in your community.

The full story

An **Annual Evaluation Report** includes your highlights summary, plus more in-depth information about your program evaluation. This report is for audiences that need the "entire story." The information provided in it can help you sustain your programming in the long-term.

Summary of Program Evaluation Highlights

and

Annual Evaluation Report to Funder

If you're an RPE grantee, at the end of your program evaluation you will write **two** reports, each aimed at different audiences. The Summary Report is a short version of your Annual Evaluation.

!

The Rape Prevention and Education Program is funded by the Centers for Disease Control and Prevention (CDC).

The evaluation report will be longer than the highlights summary, however it should still be as brief as possible. Here are some examples of audiences who may use this report:

- **Current funders** are always an important audience for your evaluation reporting. Regardless of who your funder is, know their reporting requirements and make sure that your evaluation plan includes steps to collect required information.
- **Future funders.** When you apply for funding in the future, this report can demonstrate to potential funders your ability to carry out programming and evaluation.
- **Anyone else** who could benefit from an in-depth understanding of your evaluation work. *For example, the report may be useful to new employees who will be conducting your program. The report can educate them on the program's goals, and alert them to what does and doesn't work.*

Tips for writing your reports

- It's important to make both reports **clear and succinct.** The language should be easily understandable for readers who are not trained in evaluation, especially with the highlights summary.
- **Avoid acronyms** when possible. If you use acronyms, spell them out the first time you use them.
- **Avoid jargon**. Instead, use terms that anyone can understand.
- Consider using **figures or graphs** to show results.

How do I create my Summary of Program Evaluation Highlights?

1) Copy the Goal from your **Theory of Change** into the provided worksheet.
   The goal reminds readers what your program is about and provides context for your highlights summary.

2) Review your implementation and outcomes reports and ask yourself: "What were the most interesting, exciting, or important things I learned about my program this year?" Ask this question for each result.

3) Select two to four results to feature in your summary. These can be either implementation or outcomes results.

4) Choose the best format to present your results — for example, text and bullet points, graphs or tables, or a combination.

5) Review your **Challenges and Lessons Learned**. Pick one to two key lessons to include in your highlights summary.
It may seem counterintuitive to share the challenges you faced in your program, but sharing your program's challenges is actually helpful for readers who are interested in ways to improve their own program.

6) Review your **Success Stories** and pick your favorite story to include in the summary.

7) Use attractive colors, fonts and visuals to make your summary visually appealing. This will help engage readers.

Instructions for creating your Annual Evaluation Report

The Annual Evaluation Report may seem daunting. The good news is that if you've worked through Modules 1 to 8 of this toolkit, you've already completed much of the work.

1) Begin the report with your Summary of Highlights to paint the big picture for readers. Enter the summary into the provided worksheet.

2) Read each section of the worksheet and type in your answers to the questions. Refer to your other toolkit worksheets as you do this. The table below shows you which parts of the toolkit to consult as you complete each section of the Annual Evaluation Report:

Section	Toolkit Worksheet
Summary of highlights	Use your Summary of Program Evaluation Highlights from this module
Population	**Theory of Change** (Participation section) Consult your original proposal for program funding
Prevention strategy	**Theory of Change** (Resources and Activities sections) Consult your original proposal for program funding
Risk and protective factors	**Evaluation Plan** (Program Objectives section)
Reach	**Implementation Reporting**

Section	Toolkit Worksheet
Outcomes reporting	**Evaluation Plan** (Measures/ Indicators/ Data Collection Tools section), for how you collected the information **Outcomes Reporting**, for what information and results you got
What did you learn?	**Implementation** and **Outcomes Reporting**

3) When you've finished writing your Annual Evaluation Report, share your report with a colleague or supervisor. Based on their feedback, you may want to revise your report for clarity or to incorporate additional information.

4) Review your report one last time and make sure it is consistent, attractive and professional.

> Pulling the final report together will take time. Plan ahead and follow these steps:
> - Write the report without worrying about format or grammar. Just get it all on the page.
> - Step away from the report for a couple of days, then reread and edit it yourself.
> - Get feedback from a colleague and incorporate their input.

Summary of Program Evaluation Highlights

The worksheet is just a starting point. Feel free to get creative with the presentation.

Program Goal

Evaluation Results Highlights

Key Lessons Learned

Success Stories

Annual Evaluation Report

You can choose the format for this section, as long as the information appears in your final report.

Agency: *[insert name]* Program: *[insert name]*

Preventionist: *[insert name]* Annual evaluation report for *[insert year]*

Summary of highlights (1 page)	*What were the most interesting, exciting, or important things I learned about my program this year?* Use the same content from your highlights summary, though you may want to format it differently.
Population (1 to 3 sentences)	*Who did your program serve?* Describe your participants in terms of age, gender, race/ethnicity, sexual orientation, urban/rural, disability status, or any other characteristics that make them unique.
Prevention strategy (1/2 page)	*What was the goal of your program? How did you implement your programming? Who delivered it, where, and when? How many sessions?* *Why did you offer this particular program?* For example: "It is evidence-based," or "It was designed based on community input." *What plans do you have to expand your program?*
Risk and protective factors (3 to 5 bullet points)	*What factors connected to your topic (e.g. sexual violence) did your program address?* For example, "We worked to decrease rigid gender roles and increase empathy." • Risk factor • Risk factor • Protective factor • Protective factor

Agency: *[insert name]*   Program: *[insert name]*

Preventionist: *[insert name]*   Annual evaluation report for *[insert year]*

Reach (1 or 2 sentences)	*How many people did you aim to provide your program to, and how many did you succeed in reaching?*
Outcomes reporting (2 to 3 pages, depending on what graphs you use)	*How, when and from whom did you collect data about your program's effects?* *What did you use to collect it? For example, what specific surveys?* *What results did you get? For example, tables of scores, or graphs, or bullet points.*
What did you learn? (1/2 to 1 page)	*What were the take-away messages from your evaluation?*
How did you share what you learned? (3 to 5 sentences)	*For example, did you offer any presentations, share your highlights summary with staff, or write a newsletter article about your evaluation?*
Changes made or planned (3 to 5 sentences)	*Based on what you learned in your evaluation this year, will you do anything differently in the next year of programming?*