

Assess Your Reporting Project: Deciding What to Evaluate

Key Points

- It is critical to evaluate your reporting project to understand whether your report was effective (in particular, what worked and what didn't) and learn how to improve your reporting efforts.
- In planning your evaluation, consider these three different types of evaluations:
 - A **process evaluation** assesses the process you went through to develop, release, and promote your report. A process evaluation can help you refine your efforts by providing feedback about your reporting project in its early design and development stages, and in the first few months after the report is released. Learn more in [Evaluating the Process](#).
 - A **summative evaluation or outcome-oriented evaluation** focuses on the impact of your project. By assessing the report's effectiveness, you will be better equipped to determine whether to continue with your current reporting strategies or adopt new strategies, expand your efforts or contract. Learn more in [Evaluating Results](#).
 - A **cost-effectiveness evaluation** compares the costs and results achieved through specific strategies and tactics. Learn more in [Evaluating Cost-Effectiveness](#).

To learn more, go to [Why You Should Evaluate Your Reporting Project](#) and [What You Can Evaluate](#).

Questions and Tasks

- What are the objectives of your evaluation? What do you want to learn?

Type your response here.

- What aspects of the reporting project (e.g., report design, distribution strategy, impact) would you like to evaluate and why?

Type your response here.

- Given your budget, is it feasible to evaluate everything you would like to assess?

Type your response here.

- What are your priorities?

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- Which types of evaluation are most appropriate to meet your objectives?

Type your response here.

- List specific evaluation questions that may be appropriate to ask for the evaluation type(s) you have selected.

Type your response here.

- Document how you will collect the information you need to answer these questions. Note anything that can be done in the early stages of the project (e.g., a survey to establish a baseline) and indicate your plans for doing so.

Type your response here.

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How do you anticipate using the results?

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- Will you have adequate resources to conduct the different evaluation steps you have outlined?

Type your response here.

- Will you have support to use the results from this evaluation to make changes?

Type your response here.

- Learn more about how you can [Assess Your Reporting Project](#).
- List [all topics in the Checklist](#).