

## Explain and Motivate: Providing Details

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### Key Points

- Some users of your report card may be interested in additional details about specific topics (e.g., information on how measures were selected and technical details on how scores were constructed). It can be helpful to include this type of information, but do so only in the later pages of your report.
- It is important to keep the comparative data prominent in the report and not to overwhelm your users by providing too much detailed information in the introductory pages.
- Some readers will want information about your organization (e.g., how quality information is related to your mission) and the endorsers of your report.
- When appropriate and feasible, it can be helpful to provide contact and descriptive information for the organizations being rated in your report.
- Some readers will appreciate brief descriptions of where and how you obtained the data for the report (e.g., standardized data collection methods employed to collect the data and how data were audited).

To learn more, go to [Providing Detail for Those Who Want It](#).

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### Questions and Tasks

- What types of detailed information might you provide in your report? For each type of information:

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- What evidence do you have that this information would be useful to your audience?

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- What are the barriers to acquiring the information and providing it in your report?

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- What criteria did you use to select the measures included in your report? How would you explain these criteria in the context of the report?

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- Which statistical concepts are likely to come up in your report? How can you explain these concepts to your audience in lay terms and in a manner that does not lead them to suspect you have manipulated the data?

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- What is your plan to test your ideas with your audience to see whether the additional details you think may be useful are truly helpful to them? Document your findings and note any implications for changing your approach.

*Type your response here.*

- Learn more about developing the content of a report in [Explain and Motivate](#).
- List [all topics in the Checklist](#).