

Plan Your Reporting Project: Your Role as a Sponsor

Key Points

- There are several ways to produce and disseminate quality reports, and you must decide on a strategy that works for you. Be clear about how involved you want to be in the whole process, given the resources available to you.
- You can take complete responsibility for creating the report, distributing it to consumers, and promoting its use. This option can be challenging but gives you complete control over the whole process.
- You can also repackage existing data and present it in a manner that is helpful to your audience or point to other credible sources of information.

To learn more, go to [What Role Will You Play as a Report Sponsor?](#)

Questions and Tasks

- Do you have enough information to help you decide your role in producing and disseminating your report card? If not, what information do you need?

Type your response here.

- Outline all the steps required to create your quality report. Does your organization have the desire and resources to accomplish all the tasks you have identified?

Type your response here.

- What are the advantages of producing your own report? The disadvantages?

Type your response here.

- Does the information you would like to communicate to your audience already exist?

Type your response here.

- If you could repackage someone else's information, whose information would it be and what would it take to get access to it? What are the arguments for and against this strategy?

Type your response here.

- Would it be appropriate and useful for your organization to point to other sources of information rather than providing the data yourself? What are the arguments for and against this strategy?

Type your response here.

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