ONE PAGERS

Simple and Engaging Reporting

Emma Perk
Lyssa Wilson Becho

SLIDES:
bit.ly/EvaluATE-AEA

EvaluATE

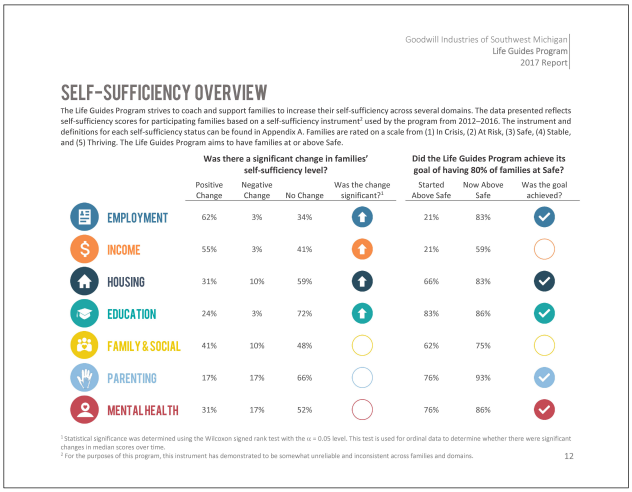
The Evaluation Center

WHAT?

is a one pager

WHAT?

is a one pager



Goodwill Industries of Southwest Michigan
Life Guides Program
2017 Report

SELF-SUFFICIENCY OVERVIEW

The Life Guides Program strives to coach and support families to increase their self-sufficiency across several domains. The data presented reflects self-sufficiency scores for participating families based on a self-sufficiency instrument[1] used by the program from 2012–2016. The instrument and definitions for each self-sufficiency status can be found in Appendix A. Families are rated on a scale from (1) In Crisis, (2) At Risk, (3) Safe, (4) Stable, and (5) Thriving. The Life Guides Program aims to have families at or above Safe.

	Was there a significant change in families' self-sufficiency level?				Did the Life Guides Program achieve its goal of having 80% of families at Safe?		
	Positive Change	Negative Change	No Change	Was the change significant?[2]	Started Above Safe	Now Above Safe	Was the goal achieved?
EMPLOYMENT	62%	3%	34%	↑	21%	83%	✓
INCOME	55%	3%	41%	↑	21%	59%	○
HOUSING	31%	10%	59%	↑	66%	83%	✓
EDUCATION	24%	3%	72%	↑	83%	86%	✓
FAMILY & SOCIAL	41%	10%	48%	○	62%	75%	○
PARENTING	17%	17%	66%	○	76%	93%	✓
MENTAL HEALTH	31%	17%	52%	○	76%	86%	✓

[1] Statistical significance was determined using the Wilcoxon signed rank test with the $\alpha = 0.05$ level. This test is used for ordinal data to determine whether there were significant changes in median scores over time.
[2] For the purposes of this program, this instrument has demonstrated to be somewhat unreliable and inconsistent across families and domains.

12

Created for Goodwill Life Guides by Lyssa Becho & Kelly Robertson (2017)

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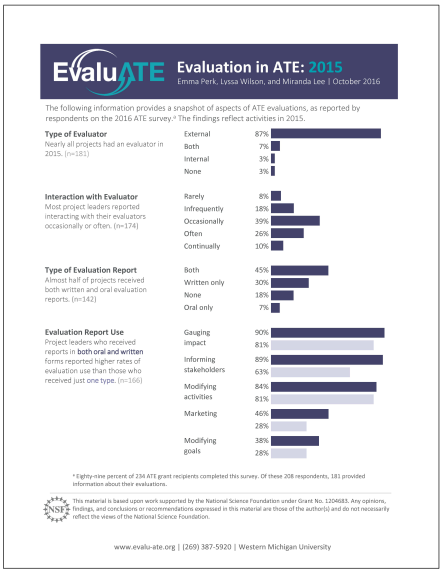

EvaluATE **Evaluation in ATE: 2015**
Emma Perk, Lyssa Wilson, and Miranda Lee | October 2016

The following information provides a snapshot of aspects of ATE evaluations, as reported by respondents on the 2016 ATE survey.* The findings reflect activities in 2015.

Type of Evaluator
Nearly all projects had an evaluator in 2015. (n=181)

External 87%
Both 7%
Internal 3%
None 3%

Interaction with Evaluator
Most project leaders reported interacting with their evaluators occasionally or often. (n=174)

Rarely 8%
Infrequently 18%
Occasionally 39%
Often 26%
Continually 10%

Type of Evaluation Report
Almost half of projects received both written and oral evaluation reports. (n=142)

Both 45%
Written only 30%
None 18%
Oral only 7%

Evaluation Report Use
Project leaders who received reports in **both oral and written** forms reported higher rates of evaluation use than those who received just one type. (n=166)

Gauging impact 90% 81%
Informing stakeholders 89% 63%
Modifying activities 84% 81%
Marketing 46% 28%
Modifying goals 38% 28%

* Eighty-nine percent of 234 ATE grant recipients completed this survey. Of these 208 respondents, 181 provided information about their evaluations.

This material is based upon work supported by the National Science Foundation under Grant No. 1204683. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

www.evalu-ate.org | (269) 387-5920 | Western Michigan University

Created for EvaluATE by Emma Perk, Lyssa Becho, & Miranda Lee (2016)

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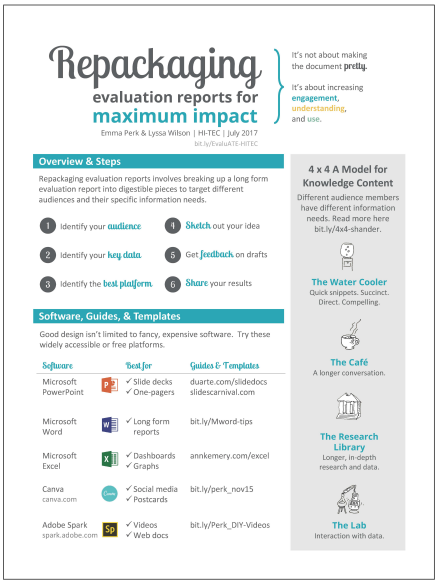

Repackaging
evaluation reports for
maximum impact

Emma Perk & Lyssa Wilson | HI-TEC | July 2017
bit.ly/EvaluATE-HITEC

It's not about making the document **pretty**.

It's about increasing **engagement**, **understanding**, and use.

Overview & Steps

Repackaging evaluation reports involves breaking up a long form evaluation report into digestible pieces to target different audiences and their specific information needs.

1. Identify your **audience**
2. Identify your **key data**
3. Identify the **best platform**
4. **Sketch** out your idea
5. Get **feedback** on drafts
6. **Share** your results

Software, Guides, & Templates

Good design isn't limited to fancy, expensive software. Try these widely accessible or free platforms.

Software	Best for	Guides & Templates
Microsoft PowerPoint	✓ Slide decks ✓ One-pagers	duarte.com/slidedocs slidescarnival.com
Microsoft Word	✓ Long form reports	bit.ly/Mword-tips
Microsoft Excel	✓ Dashboards ✓ Graphs	annkemery.com/excel
Canva canva.com	✓ Social media ✓ Postcards	bit.ly/perk_nov15
Adobe Spark spark.adobe.com	✓ Videos ✓ Web docs	bit.ly/Perk_DIY-Videos

4 x 4 A Model for Knowledge Content

Different audience members have different information needs. Read more here bit.ly/4x4-shander.

The Water Cooler
Quick snippets. Succinct. Direct. Compelling.

The Café
A longer conversation.

The Research Library
Longer, in-depth research and data.

The Lab
Interaction with data.

Created for EvaluATE by Lyssa Becho & Emma Perk (2017)

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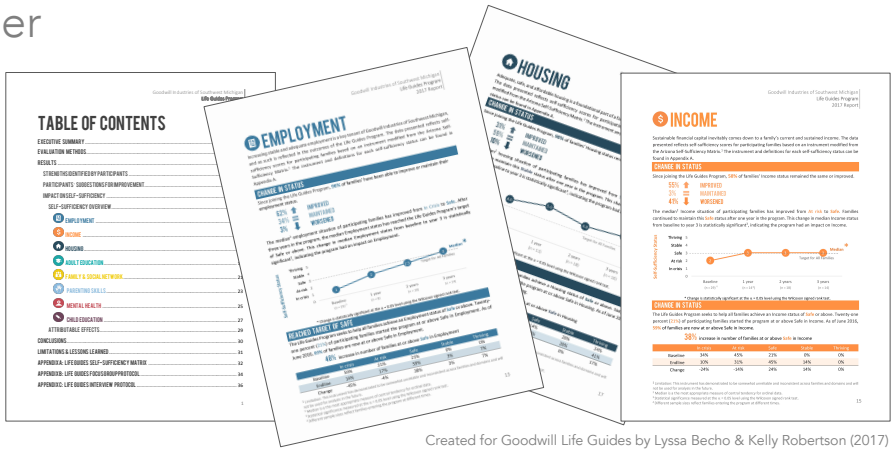

TABLE OF CONTENTS

EMPLOYMENT

HOUSING

INCOME

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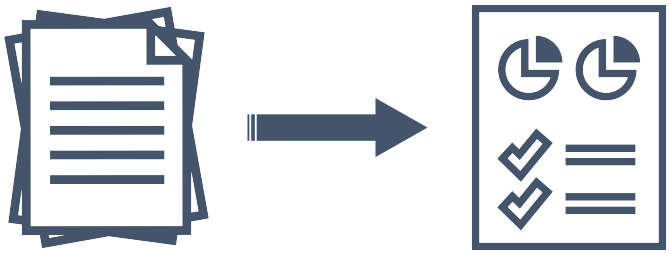
WHY?

a one pager

WHY?

a one pager



HOW?

to create a one pager

HOW?

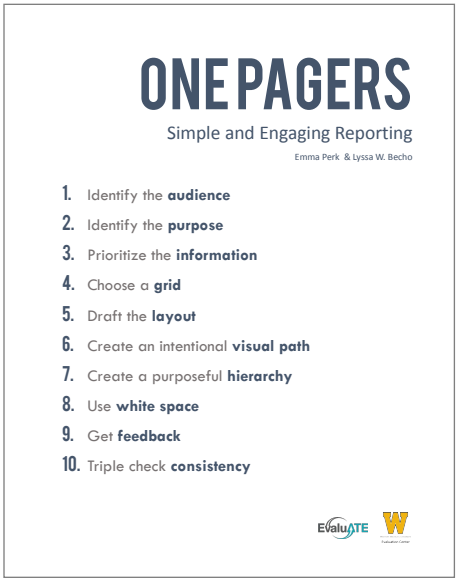
to create a one pager

1. Identify the **audience**
2. Identify the **purpose**
3. Prioritize the **information**
4. Choose a **grid**
5. Draft the **layout**
6. Create an intentional **visual path**
7. Create a purposeful **hierarchy**
8. Use **white space**
9. Get **feedback**
10. Triple check **consistency**

HOW?

to create a one pager

HANDOUT:
bit.ly/EvaluATE-AEA



HOW?

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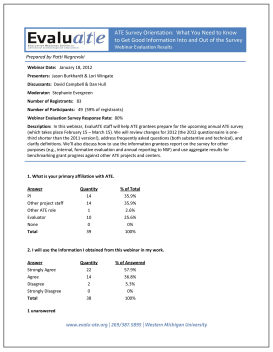

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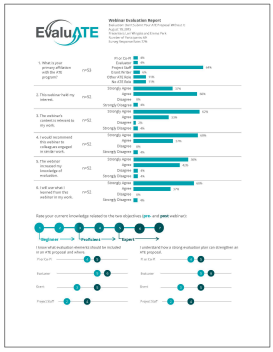
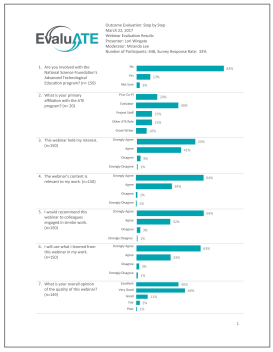


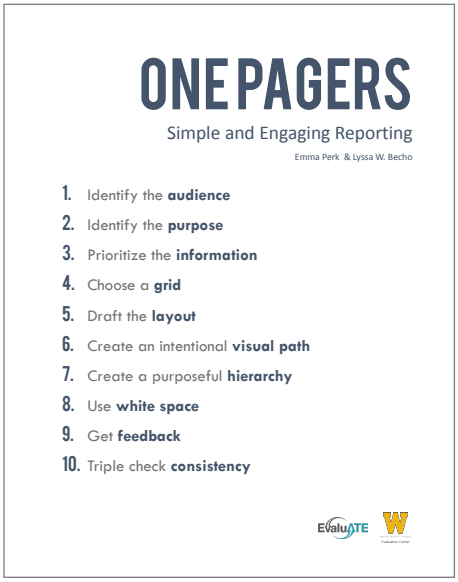
2015



2017

HOW?

to create a one pager



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Emma Perk & Lyssa W. Becho

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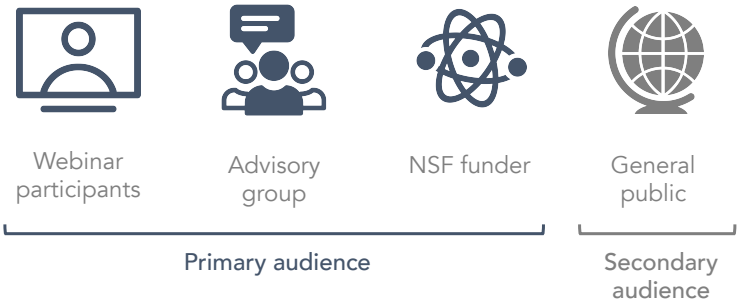
EvaluATE

Identify the AUDIENCE 1

Identify the
AUDIENCE 1



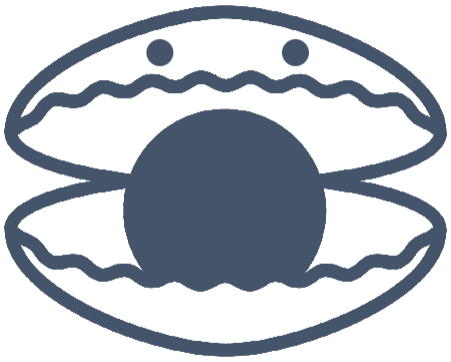
Identify the
PURPOSE 2

Identify the PURPOSE 2

Purpose Statement:

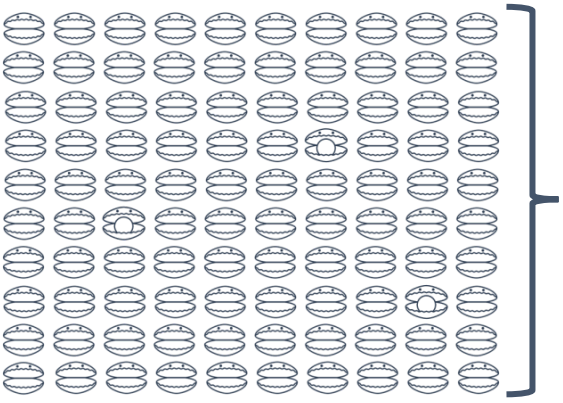
To show the webinar audience reach and to summarize initial reactions and learning outcomes.

Prioritize the INFORMATION 3



Prioritize the
INFORMATION 3

THE OYSTER
Cole Nussbaumer Knaflic
Storytelling with Data

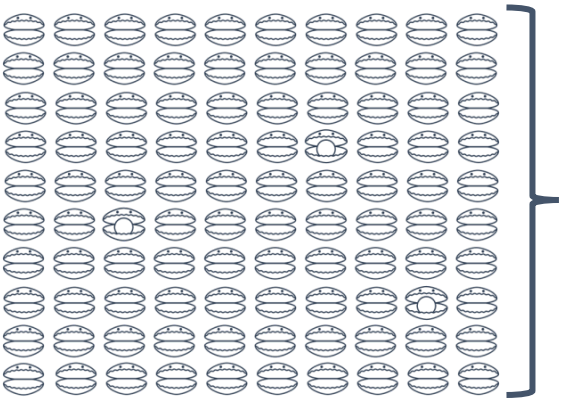


DATA COLLECTED

Prioritize the
INFORMATION 3

THE OYSTER
Cole Nussbaumer Knaflic
Storytelling with Data

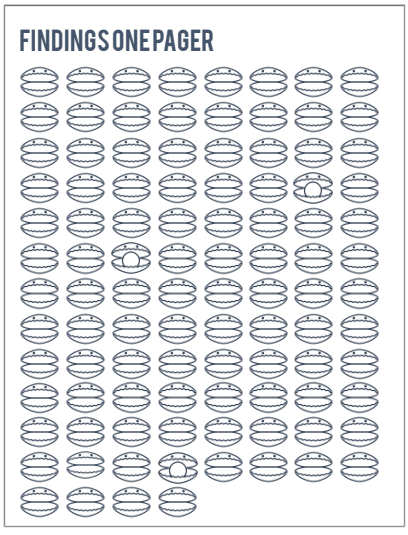
Prioritize the
INFORMATION 3



MEANINGFUL DATA

THE OYSTER
Cole Nussbaumer Knaflic
Storytelling with Data

Prioritize the
INFORMATION 3



REPORT ALL DATA COLLECTED

THE OYSTER
Cole Nussbaumer Knaflic
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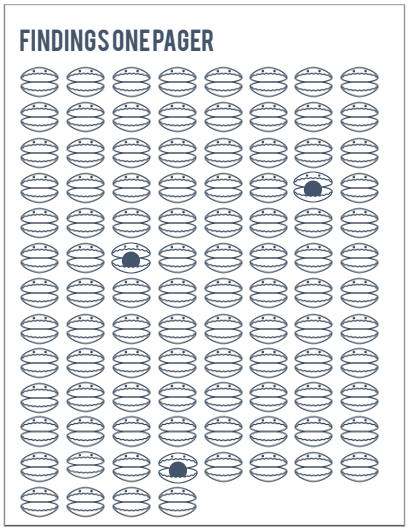

Prioritize the
INFORMATION 3

PROVIDING CALL OUTS ON MEANINGFUL DATA

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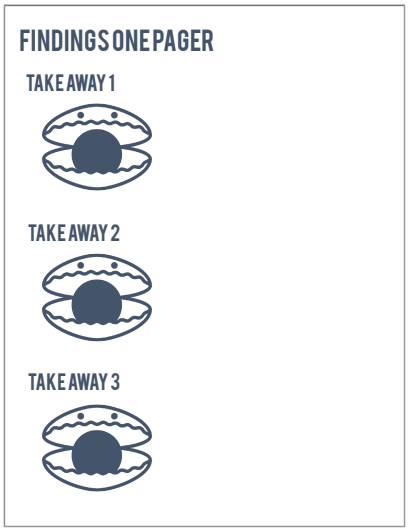
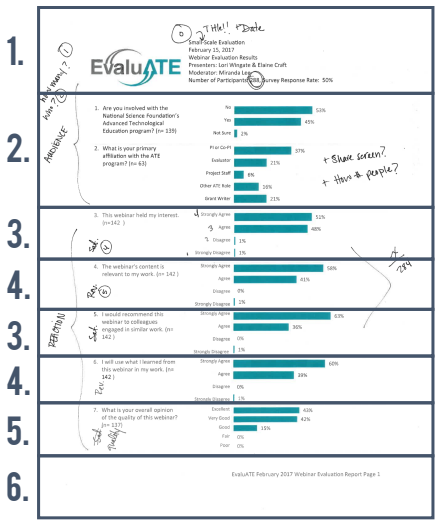
Storytelling with Data



Prioritize the
INFORMATION 3

USE ONE PAGER TO REPORT ON ONLY MEANINGFUL DATA

THE OYSTER
Cole Nussbaumer Knaflic
Storytelling with Data



Prioritize the

INFORMATION 3

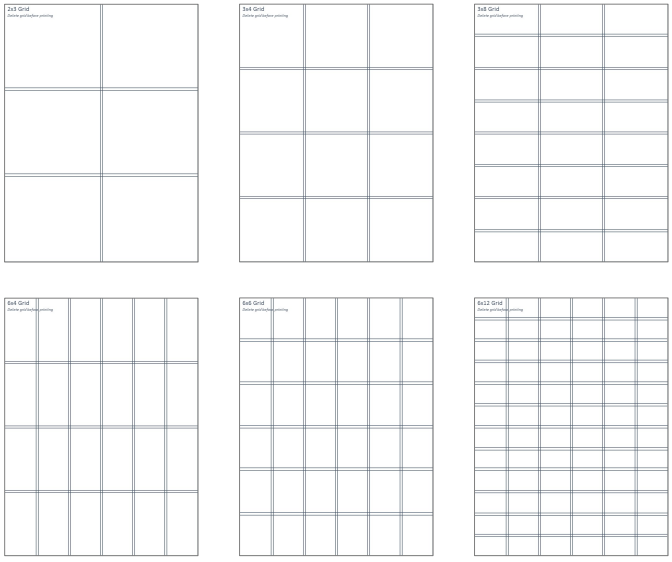
1. Header Information- Title, Date, Logo, Overall n
2. Audience- Who is Attending?
3. Audience Satisfaction
4. Audience Perceived Relevance
5. Audience Perceived Quality
6. Footer information- Where to find more info?

Prioritize the

INFORMATION 3

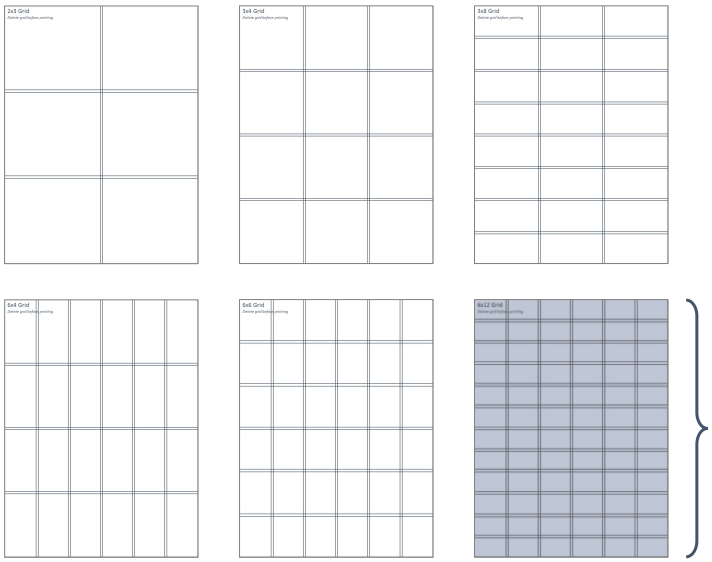
1. Audience reach
2. Learning outcomes
3. Reactions
   - overall quality
   - satisfaction
   - relevance

Choose a
GRID 4



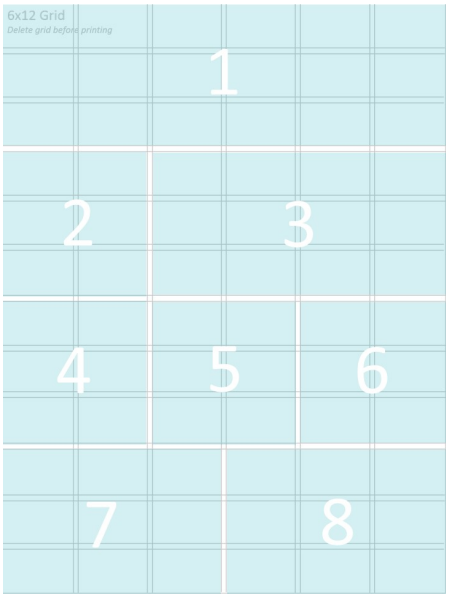
Choose a
GRID 4

DOWNLOAD GRIDS:
bit.ly/EvaluATE-AEA



Choose a
GRID 4

Choose a
GRID 4



Choose a
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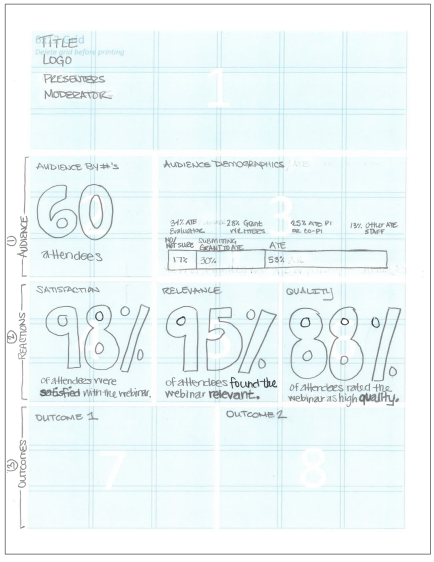
Draft the
LAYOUT 5

Draft the
LAYOUT 5



Draft the
LAYOUT 5

Draft the
LAYOUT 5

VIDEO: CREATING A ONE PAGER IN POWERPOINT

https://youtu.be/3HDmM5mWTyY

Create an intentional
VISUAL PATH 6

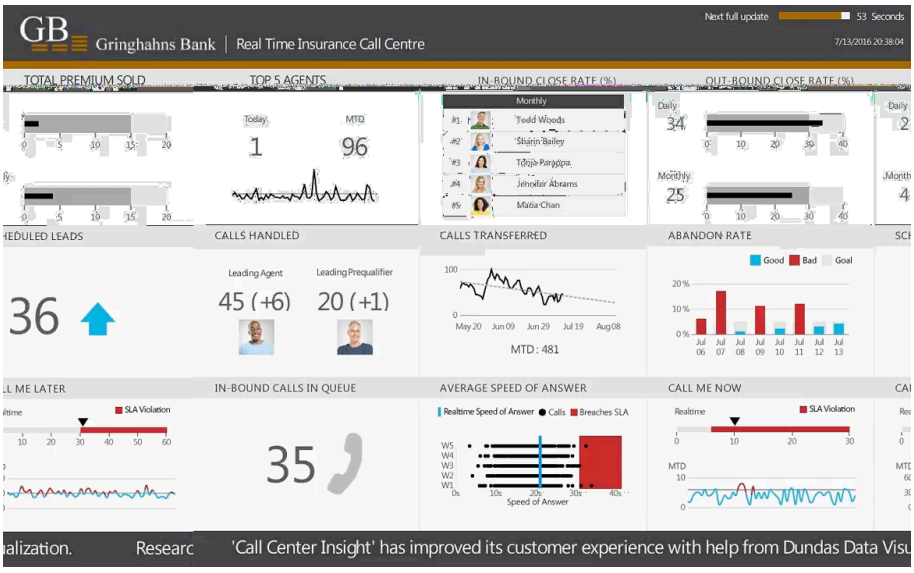
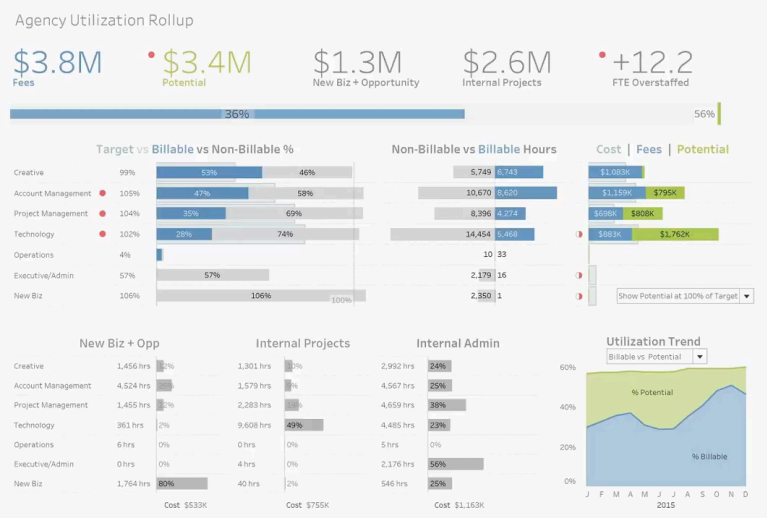


Tableau eye tracking study (2017)
https://youtu.be/iBAFBqd7t1k



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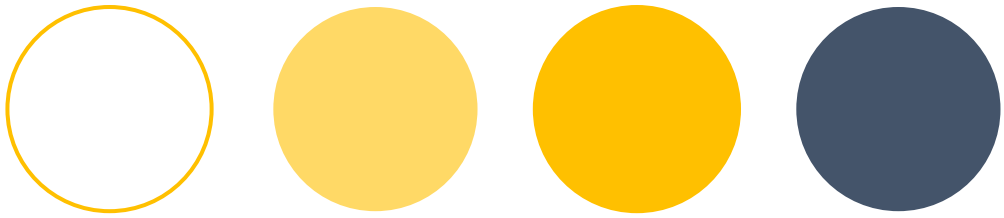

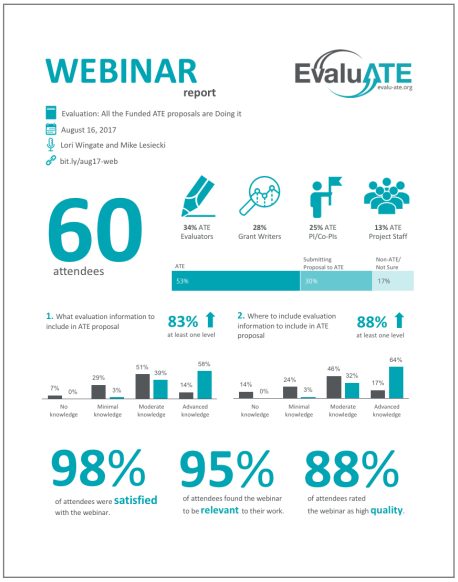

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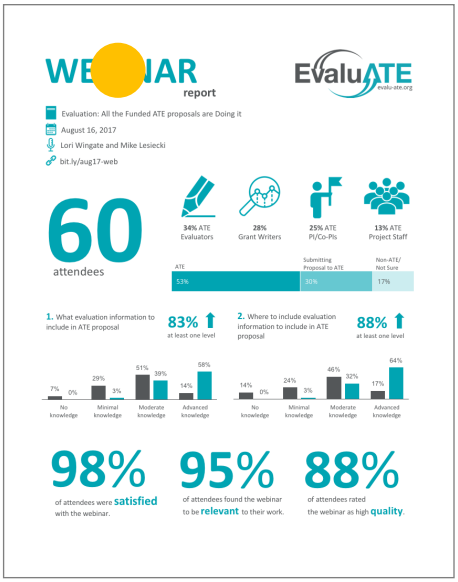

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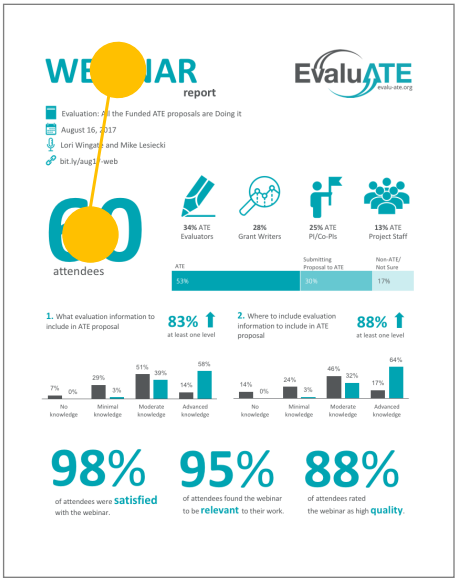

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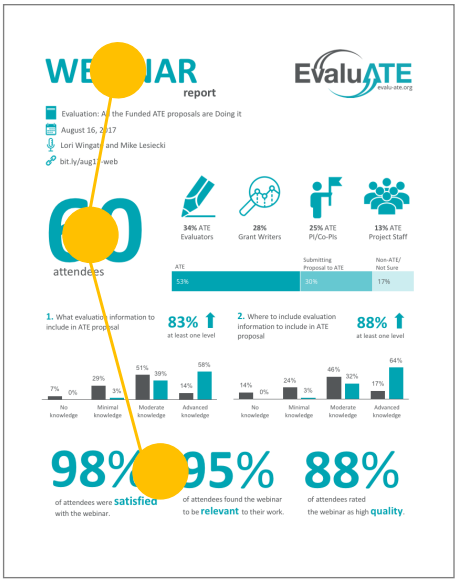

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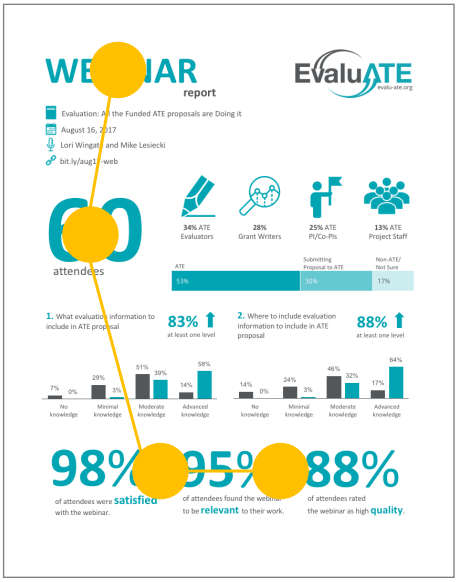

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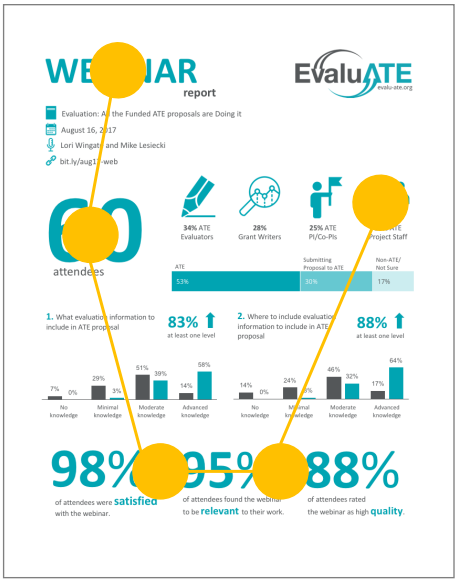


Create an intentional
VISUAL PATH 6

Create a purposeful
HIERARCHY 7

Create a purposeful
HIERARCHY 7

Create a purposeful
HIERARCHY 7

Title
Calibri bold
20 pt

Subtitle
Calibri Light
18 pt

Heading 1
Calibri bold
16 pt

Subtitle 1
Calibri Light
16 pt

Body text
Calibri
11 pt

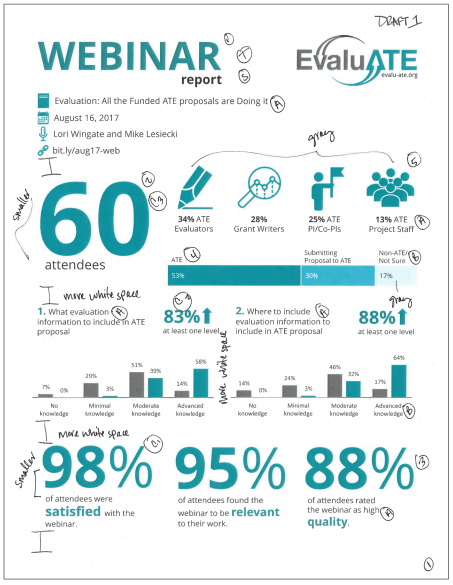
Style Guide for EvaluATE

This is a guide to help ensure the correct style is used on all EvaluATE documents.

Section 1- Fonts

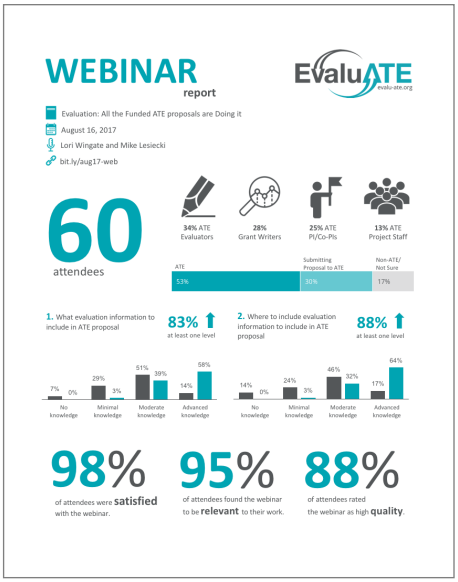
This section features the different fonts used by the project, the type style and size.

This is the text area for section 1 explaining how fonts should be used.



Create a purposeful
HIERARCHY 7

Use white
SPACE 8



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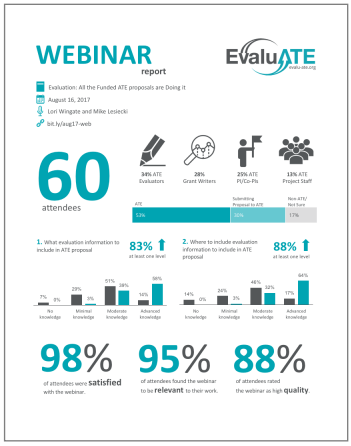
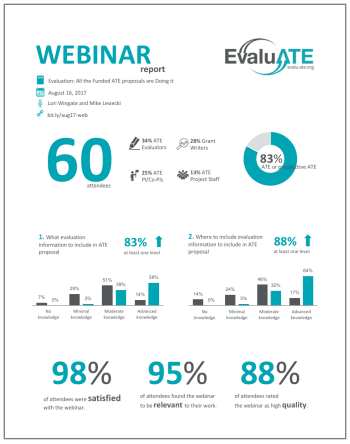
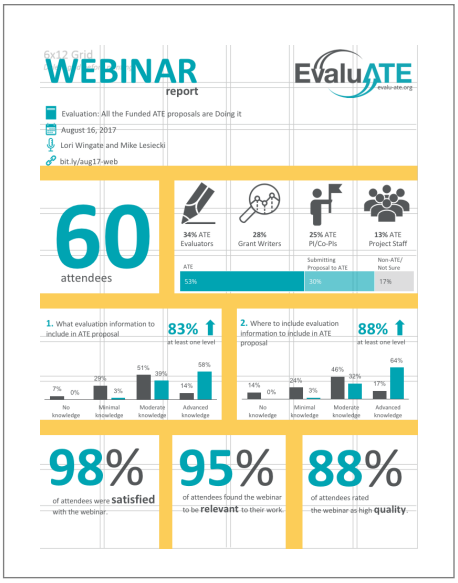


Not enough white space

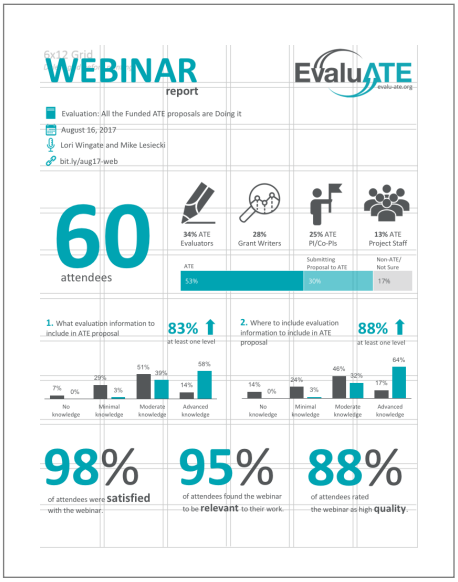


Too much white space

Use white
SPACE 8

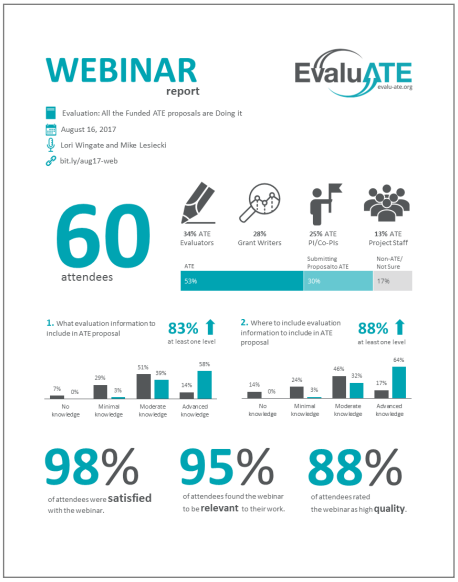


Use white
SPACE 8



Use white
SPACE 8

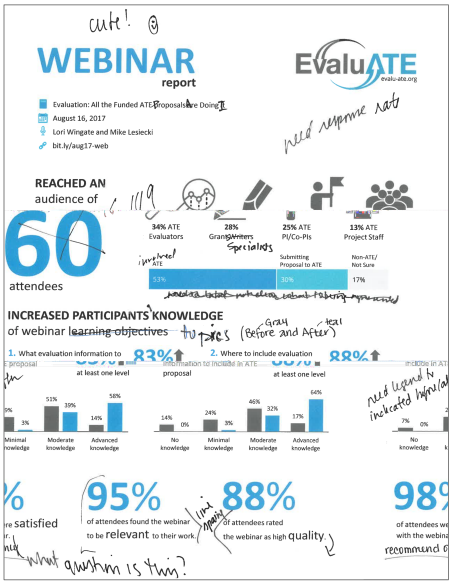
Get
FEEDBACK 9



Get
FEEDBACK 9

LYSSA'S REVIEW

Get
FEEDBACK 9



LORI'S REVIEW

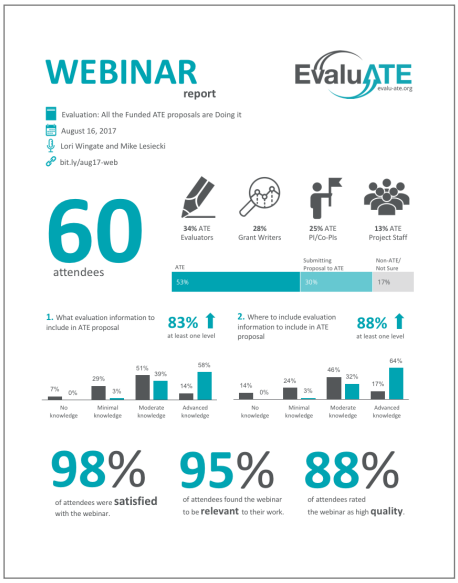
Get
FEEDBACK 9

Get
FEEDBACK 9

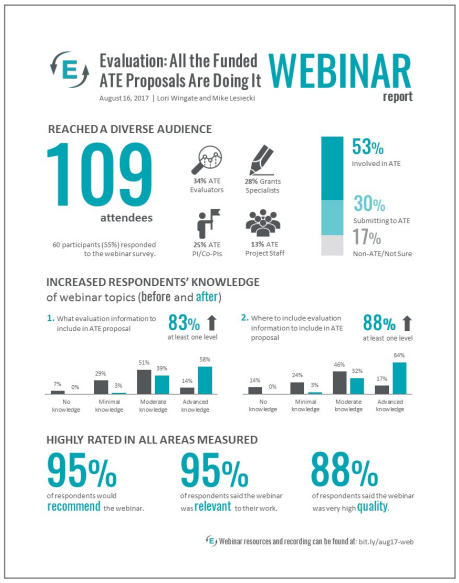
STEPS

to create a one pager

1. Identify the **audience**
2. Identify the **purpose**
3. Prioritize the **information**
4. Choose a **grid**
5. Draft the **layout**
6. Create an intentional **visual path**
7. Create a purposeful **hierarchy**
8. Use **white space**
9. Get **feedback**
10. Triple check **consistency**



first draft prior to feedback



final draft after feedback

Triple check

CONSISTENCY 10

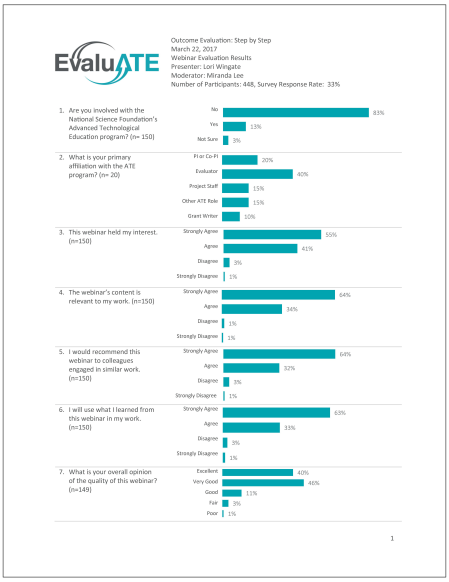
Triple check

CONSISTENCY 10

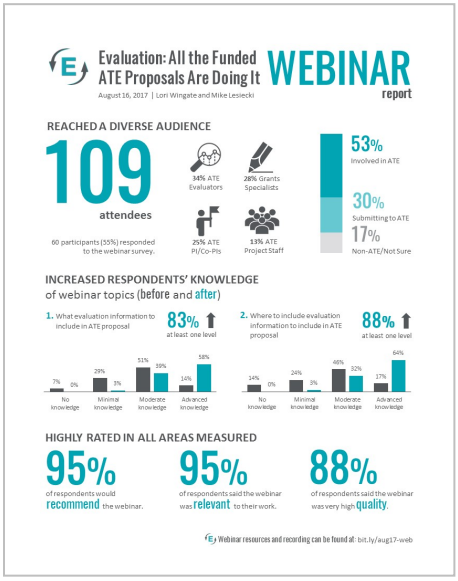
Fonts Alignment Size Colors

Triple check

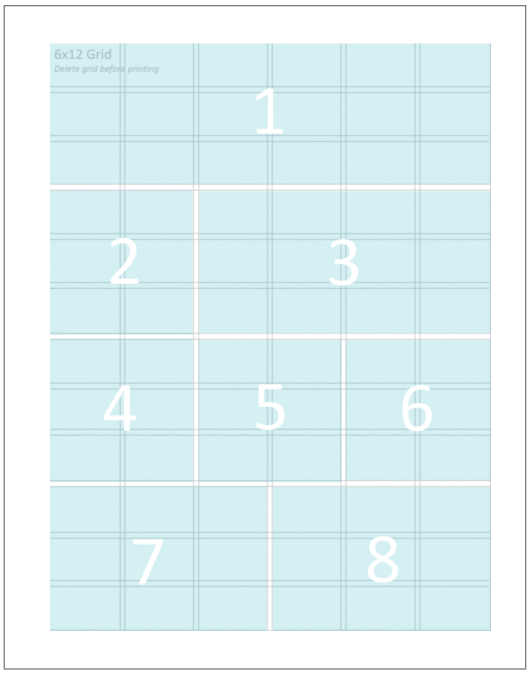
CONSISTENCY 10



before



after



Ta Da!

FINAL RESULT

AVAILABLE ONLINE

slides, grid templates & handout

bit.ly/EvaluATE-AEA

THANK YOU

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