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# Overview

- 11 communication formats
  - Discussion guide for internal learning
  - Communicate results
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# Communication formats

- When would this strategy be effective? When would it not be effective?
  - Consider: relevant stakeholders, reasons for communicating, and timeframe
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# Promote internal learning

- Who did we serve?
  - How well were they served?
  - What did we learn from looking at this data?
  - What do we intend to change, if anything, as a result of this data?
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# Communicating Value in Tough Times

- Needs vs. solutions
  - Based on solid evaluation
  - Social or economic impact
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# References

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  - Preskill, H. & Russ-Eft, D. (2005). *Building evaluation capacity: 72 activities for teaching and training*. Thousand Oaks, CA: Sage Publications
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