



# VIDEO EVALUATION REPORTS

---

USING POPCORN, POWERFUL STORIES, AND PICTURES TO SHARE YOUR DATA

*MARISA ALLEN, EVALUATION SPECIALISTS, SESSION FACILITATOR*

*AMANDA MATHIES, EVALUATION SPECIALISTS*

*KAYLA FRAZIER BROOKS, VANTAGE EVALUATION*

*RAQUEL RUBIO, VANTAGE EVALUATION*

# TODAY:

---



Overview



Example 1: share project M&E information



Example 2: thank evaluation participants



Example 3: disseminate key takeaways to a broader audience



Example 4: engage wider audience and share achievements



Summary



Recommendations



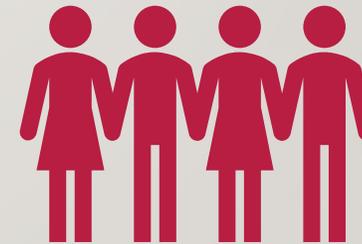
Discussion

# WHY VIDEO EVALUATIONS?

---



Evaluation reports tend to be long



How people receive information

# EXAMPLE 1: INFORMING YOUR AUDIENCE ABOUT WHAT IS COMING

---

Goal: Disseminating key information about the project and its M&E



# EXAMPLE 1: INFORMING YOUR AUDIENCE ABOUT WHAT IS COMING

---

## What went well:

- ▶ Called the audience's attention
- ▶ Easy to disseminate on social media
- ▶ Complemented with a summary of the project
- ▶ Local vocabulary and expressions
- ▶ Accessible to everyone

## Lessons Learned:

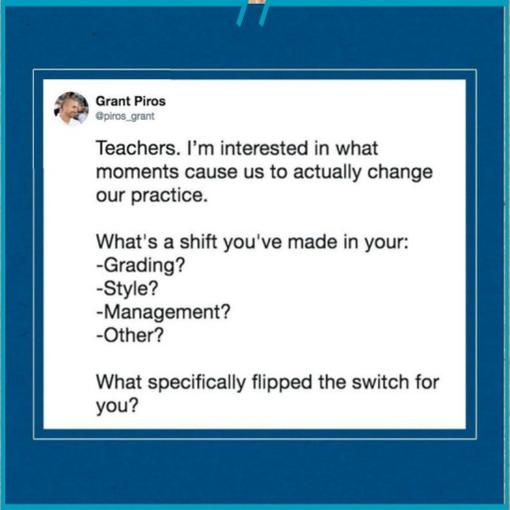
- ▶ Need of electricity
- ▶ Too long for social media
- ▶ Images not multiculturally appropriate

# EXAMPLE 2: THANKING EVALUATION PARTICIPANTS

---

Goal: Sharing evaluation findings and encouraging future participation

This tweet from teacher Grant Piros offered educators an opportunity to share a moment when they took ownership over their teaching and made a shift that impacted their practice in a positive way.



Grant Piros  
@piros\_grant

Teachers. I'm interested in what moments cause us to actually change our practice.

What's a shift you've made in your:

- Grading?
- Style?
- Management?
- Other?

What specifically flipped the switch for you?

# EXAMPLE 2: THANKING EVALUATION PARTICIPANTS

---

## What went well:

- ▶ Create something short and without audio
- ▶ Findings were presented in a digestible and accessible way

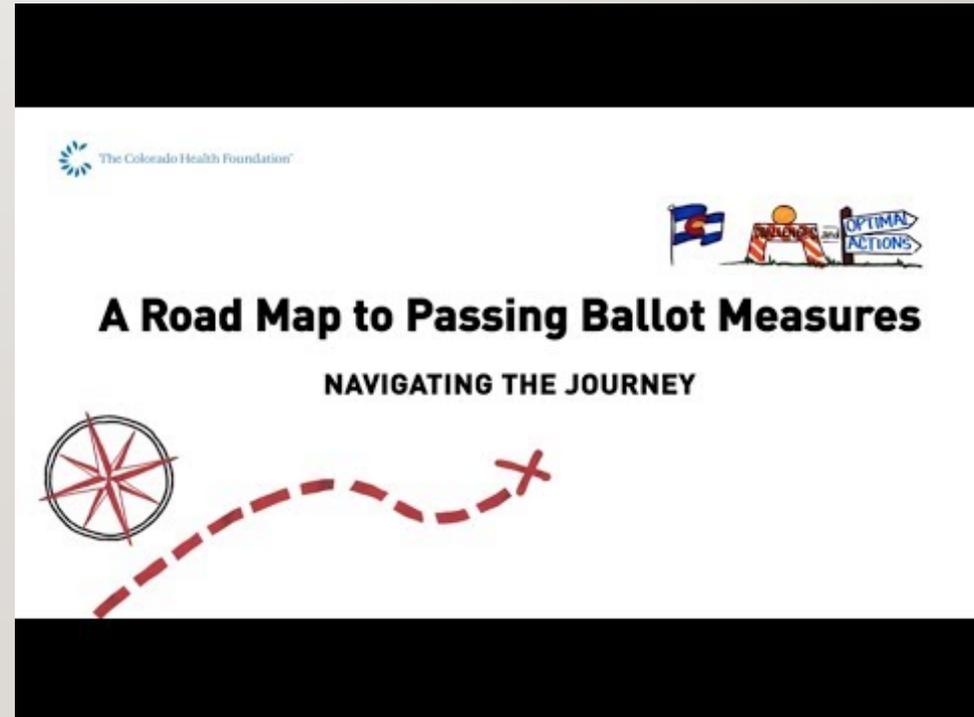
## Lessons Learned:

- ▶ Difficult to keep track of the impact
- ▶ Took a lot of time

# EXAMPLE 3: DISSEMINATING KEY TAKEAWAYS

---

Goal: To learn more about the lifecycle of a ballot measure in Colorado and share the learnings to both advocates and funders alike to inform future efforts.



# EXAMPLE 3: DISSEMINATING KEY TAKEAWAYS

---

## What went well:

- ▶ Simple and streamlined process led by the Colorado Health Foundation
- ▶ Clearly articulated roles
- ▶ Structure of full report supported storyboard development

## Lessons Learned:

- ▶ Condensing full length report down to key details
- ▶ The cost of the video was unknown to us
- ▶ Hard to understand impact of the video

# EXAMPLE 4: ENGAGING A WIDER AUDIENCE

---

Goal: to try new reporting formats that foster evaluation use by being engaging, succinct and targeted to key audiences while highlighting key impacts of the initiative in digestible way



# EXAMPLE 4: ENGAGING A WIDER AUDIENCE

---

## What went well:

- ▶ Working with video production agency
- ▶ Developing the storyboard
- ▶ Creating a video based on our needs

## Lessons Learned:

- ▶ Focusing the content
- ▶ New territory
- ▶ Lacked tech language
- ▶ Balance between reporting findings and promoting initiative

# SUMMARY

---



Use in various situations with a variety of purposes



Context matters!  
Audience and budget



Reaching audiences in a more engaging way



Successes: video and written reports, clear roles



Challenges: time and tracking impact

# RECOMMENDATIONS

- ▶ Include an evaluation strategy of the impact of your video
- ▶ Budget for it. It takes time and financial resources
- ▶ Think about audience and language. Be inclusive in design
- ▶ Focus the content and keep it short
- ▶ Complement the information of the video with more resources
- ▶ Keep in mind the goal of your video

# DISCUSSION

---

