



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

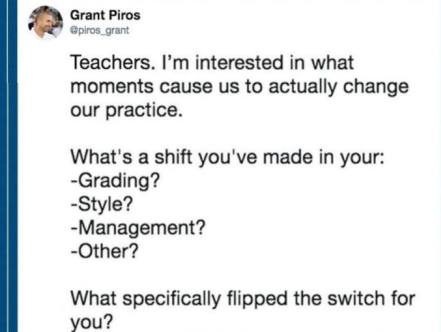
Lessons Learned:

- ▶ 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:

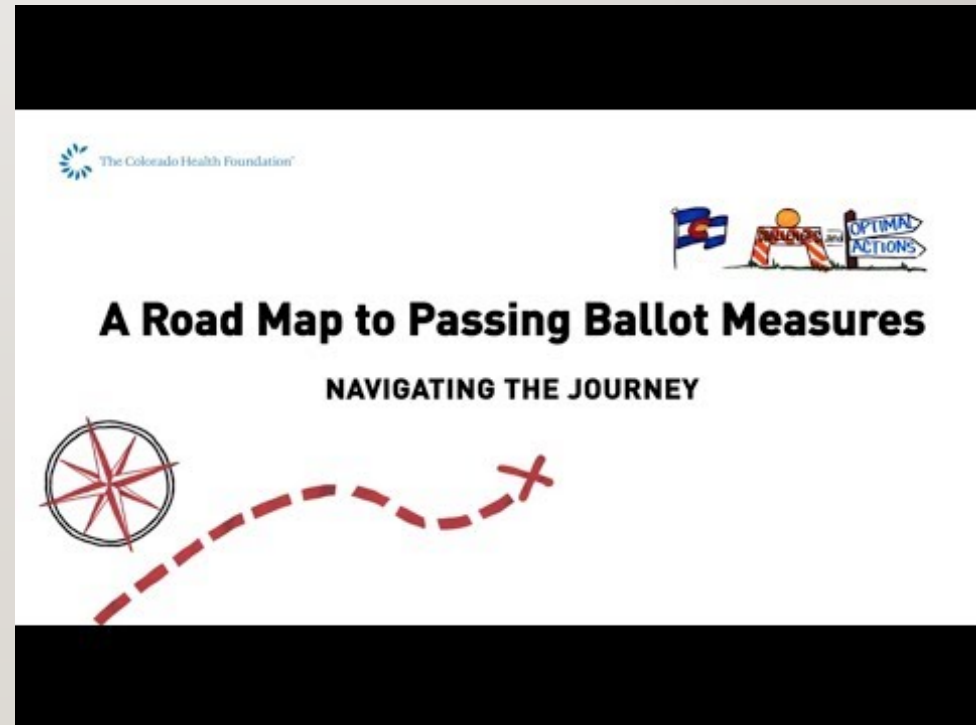
- ▶ Create something short and without audio
- ▶ Findings were presented in a digestible and accessible way

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

