

Emerging Benefits from Utilization Focused Evaluation and Research Communication

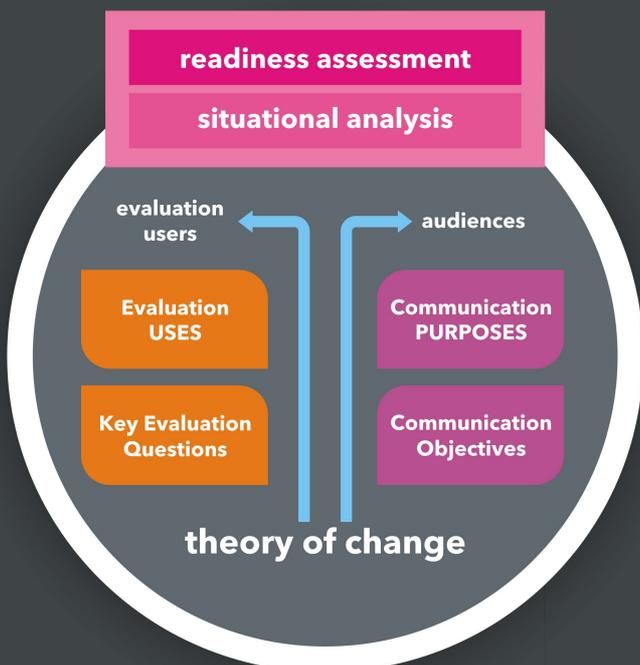
Evaluation USES -
invites the users to consider a wide learning agenda, not just accountability or impacts

Communication PURPOSES -
invites the team to reflect on the many reasons / functions behind their communication and networking practices

Key Evaluation Questions (KEQs)
- they focus the mind on specifics that are otherwise implied

Communication objectives
- they focus the mind on specifics that are otherwise implied

- Project "audit" effect: the evaluation USERS & communication TEAM expose their assumptions: a Theory of Change emerges for joint review.
- Strategic choices appear: engaging stakeholders early (for "audience research") can shape project priorities and evaluation uses. KEQs on communication outcomes can yield findings that can feed into communication products and practices.



More information please contact:



Sonal Zaveri
sonalzaveri@gmail.com



Vira Ramelan
vramelan@gmail.com

<http://evaluationandcommunicationinpractice.net>

**Evaluation Plan & Communication Strategy
Implementation and iterative feedback**