

RECOMMENDATIONS THAT ROCK!

TRANSLATE YOUR
EVALUATION
FINDINGS INTO

ACTION

BY CRAFTING RECOMMENDATIONS
THAT REFLECT SOME OR ALL OF
THE FOLLOWING CHARACTERISTICS:



SPECIFIC
MEASURABLE
ACHIEVABLE
RESULTS-ORIENTED
TIME-BOUND

- ➔ DERIVED DIRECTLY FROM EVALUATION FINDINGS
- ➔ DIRECTLY LINKED TO THE EVALUATION PURPOSE
- ➔ DIRECTLY LINKED TO THE EVALUATION QUESTIONS
- ➔ HAVE BEEN VETTED BY COLLABORATORS
- ➔ WITHIN SCOPE OF CONTROL OF INTENDED USERS

ARE CATEGORIZED MEANINGFULLY

By » PRIORITY » TIMING » EVALUATION QUESTION
» PROGRAM ASPECT » USER GROUP
» TYPE OF ACTION REQUIRED

- ★ BEGIN WITH A STRONG ACTION VERB
- ★ DON'T RESTATE THE CONCLUSIONS
- ★ BRIEFLY SUMMARIZE THE EVIDENCE
- ★ INDICATE WHO IS SUPPOSED TO ACT
- ★ SUGGEST DIFFERENT AVENUES FOR IMPLEMENTATION
- ★ PROVIDE SUFFICIENT DETAIL FOR FOLLOW-THROUGH
- ★ ESTIMATE COSTS OF IMPLEMENTATION
- ★ SPECIFY POTENTIAL BENEFITS
- ★ TREAT DELICATE ISSUES SENSITIVELY



REALISTIC
UNBIASED
FACT-BASED

*With acknowledgment to Lori Wingate,
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