

Annual Report Tips

- Make it attractive
 - Use graphics to highlight information and display data
 - Tailor the content and layout to your audience
 - Only give them what they want
 - Highlight the important points through effective use of color, fonts, italics, bold, etc.
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Annual Report Outline Example

The annual report should start with the most important information. It should be concise and as formal as the audience needs it to be. In a highly formal report, all of the following should be included:

- Front cover
 - Title of program and its location
 - Name of evaluators
 - Period covered by the report
 - Date report is submitted
- Summary or abstract
 - What was evaluated?
 - Why was the evaluation conducted?
 - What are the major findings?
 - What are the major recommendations?
 - Were there any decisions to be made?
- Background information concerning the program
 - Write this section while planning the evaluation
 - Include program origin, goals and characteristics, and clients, staff, and others involved in the program
- Description of the evaluation study
 - Make it detailed
- Purposes of the evaluation
 - Who requested the evaluation?
 - Who is the evaluation intended to enlighten?
 - What data were collected?
 - Were the instruments developed or purchased?
 - Give the instruments' reliability and validity
 - What are the limitations of the measures?
- Data collection procedures
 - Describe data collection schedule
 - How were data collected?
 - Was training provided to data collectors?
 - Was sampling used? Explain and give results

- Always write results section after all data is collected, analyzed, recorded in tables, graphed, and analyzed.
- Make it come alive with testimonials or interview excerpts.
- Present the results of findings from the data.
 - How many pretests were given?
 - What were the results of the pretest or per measure compared to the final results?
 - Describe what the program finally looked like
 - If alterations occurred to the implementation, what effect did they have?
 - Describe any data contamination
 - Describe the differences and similarities between the different sites investigated
 - Describe attrition: How many who started in the sample were still in the program at the end?