

GUIDELINE FOR EVALUATION and REPORTING

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PURPOSE

- These Guidelines are to be used by Project Staff conducting invasive species management projects based on the PII Project Process.
- The Guidelines contain suggestions for evaluating and reporting on projects. This is essential for communication with stakeholders, including senior managers and donors.
- This Guideline should be used with the Monitoring Guideline and Template.

1. EVALUATION

- Analysis and evaluation of project information is essential to determine how successful a project is in achieving its goal and objectives - and if not, why not?
- Evaluation will identify any changes that may be necessary or any improvements that can be made to the project.
- Evaluation uses historical records (data, images, etc.) to determine progress. Much of that information will come from the project, operational and outcome monitoring that is done as the project progresses.
- Effort must be put into the capture of meaningful data to use in evaluation.
- Proxy measures can provide effective information for evaluating the operational aspects of the project.
- A comprehensive analysis of meaningful data shows the strengths and weaknesses of a project over time and can identify future improvements/directions.

2. REPORTING

- Remember that sharing of information can help lead to success for you and for others.

2.1 WRITTEN REPORTS

- A written report is a record of the project which can be referred to as the project progresses.
- A written report should be clear, concise, accurate, objective and contain recommendations towards required changes or further actions to allow the project to be more successful. This provides accountability.
- A report should contain background information about the project and a measure of the progress so far. Readers should be able to determine what has worked well and what needs to be changed, if anything.
- Where ever possible, use graphs to present data. A graphical interpretation makes it easy to identify trends (e.g. decreasing amount of herbicide used, change in hours spent on surveillance).
- Where appropriate, tables should be used to summarise lengthy passages or complex data.

2.2 PRESENTATIONS

- Verbal presentations, with or without the aid of PowerPoint, should be clear, concise, accurate, objective and contain recommendations towards required changes or further actions to allow the project to be more successful.
- A presentation should provide key details of your project and its success to others and include the following:

- Brief project background
 - Maps
 - Photos
 - Species lists
 - A success statement (we were/were not successful)
 - Graphs and/or tables to support the success statement
 - Recommendations: actions, changes, further sites
- Practice makes perfect – prepare your presentation in time to have several practices to ensure a smooth delivery that uses the time allowed.

NOTE: This Guideline should be used with -

Guideline for Monitoring

3. USEFUL REFERENCE:

Max Atkinson. 2009. The problem with PowerPoint (from BBC News < <http://news.bbc.co.uk/2/hi/8207849.stm> >)