

Reporting Results

A-team Skills Session #4

November 20, 2007

- I. Purpose
- II. Types
- III. The S.P.A. Theory

Reports are s _____, p _____, a _____

Principles	Benefits	Challenges
(S,P) Know your audience	Relevant, purposeful	Multiple audiences, multiple reports, getting feedback
(A) Think of it as a story	Interesting to read, flows well, meaningful	Synthesis, content arrangement, intentionality
(S,A) K.I.S.S. (keep it short & simple)	Reader friendly, easy to summarize	Synthesis process—what's important?
(S,A) Strategic use of tables & graphs	Visual senses, multiple learning styles	Technical, balance with content, discernment of use
(S,A) Be consistent in color scheme, headings, alignment, format	Conveys greater meaning for the reader, "whole" rather than "fragmented"	Strategic, organized from the beginning

IV. Becoming an Artist

When to Graph:



Illustrate relationships among measurements (differences)

When to Table or Narrative:



Display precise values

VI. Visual Design Principles

1. Decide what questions the reader should be able to answer as a result of the visual
2. Use concepts and displays that are familiar to audience
3. Craft a precise title to clarify what reader should be able to answer
4. Make sure data are truly distinguishable! (handout pg. 44)
5. Label all representations (name and percentage) (handout pg. 48/49)

VII. The Good, the Bad, the Ugly

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Joel H. Scott, 2007

*adapted from Bers & Seybert, (1999) *Effective Reporting*; Suskie, L. (1992) *Questionnaire Survey Research*