

# Emerging Benefits from Utilization Focused Evaluation and Research Communication

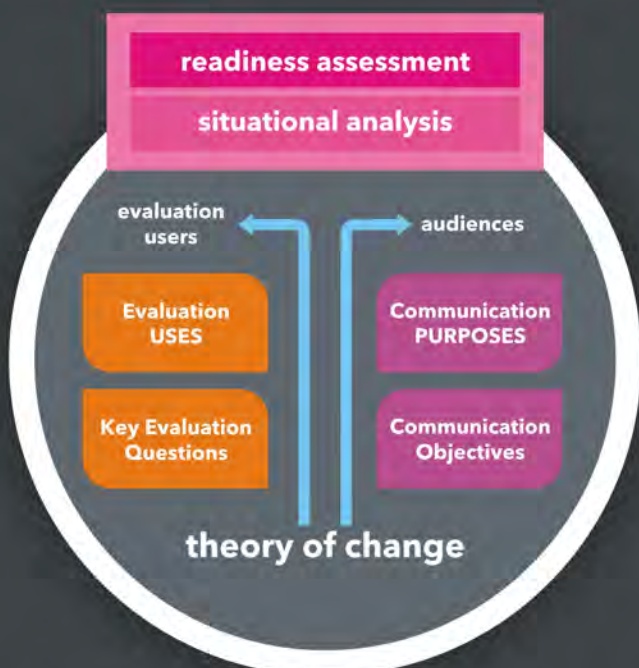
**Evaluation USES -**  
invites the users to consider a wide learning agenda, not just accountability or impacts

**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**