

# Communication Evaluation Plan

## Data Source(s):

Purpose (What)	Audience (Who)	Key Messages (What)	Method(s) (How)	Timing (When)	Budget (How much)

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Adapted from: Hutchinson, K. (2012). *An executive summary is not enough: Effective evaluation and reporting techniques*. AEA Summer Institute offering, available at: <http://comm.eval.org/eval/resources/ViewDocument/?DocumentKey=a49d7a5c-acc0-493e-8ad9-92ab25ef0ffa>

