



Checklist for Presenting Data and Findings in a Manner That Is Appropriate for the Intended Audiences

Data dissemination is the sharing, distribution, or transmitting of data to stakeholders, users, or other interested parties. Data may be shared in multiple formats, such as data files, summaries, or electronic or paper publications.

The following checklist can be used to share data and findings in an audience-appropriate manner:

- ✓ Consider producing separate reports for selected audiences.
- ✓ Make reports prepared for the public easy to understand, as well as technically accurate.
- ✓ When a narrative is needed, write in straightforward, nontechnical language to the degree that the subject matter permits.
- ✓ Avoid jargon and confusing terms.
- ✓ If diverse audiences are expected to read a report, use subheadings and summary data to assist the various audiences in locating salient information. Consider presenting reports or data in multiple languages based on the most prevalent language groups in the area. Additionally, consider the range of potential web access by different individuals, and adhere to web accessibility standards.
- ✓ Consider using a variety of methods for communicating information about the data collection activities. Brochures, fact sheets, videos, and slides may be used in addition to or in place of traditional narrative reports.
- ✓ Ensure that all Americans with Disabilities Act of 1990 (ADA) requirements are met in public reporting products.
- ✓ Include the data source and date data were pulled.

For more best practices and additional checklists on data collection and reporting, see the *Forum Guide to Strategies for Education Data Collection and Reporting (SEDCAR)* (https://nces.ed.gov/forum/pub_2021013.asp). For best practices on data visualization, see the *Forum Guide to Data Visualization* (https://nces.ed.gov/forum/pub_2017016.asp).