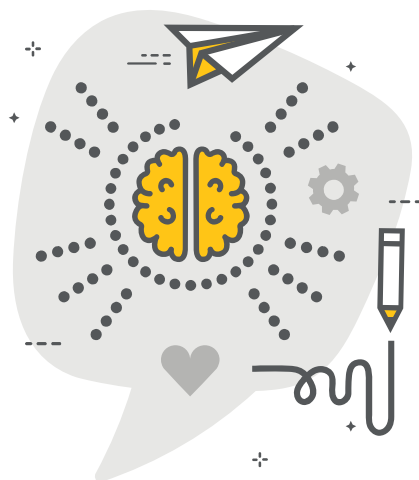


Telling the Story of Your ATE Project

Communicating Impact
with Purpose

Brianna Hooks Singletary
Rachael Bower
Lyssa Wilson Becho



EvaluATE + ATECENTRAL





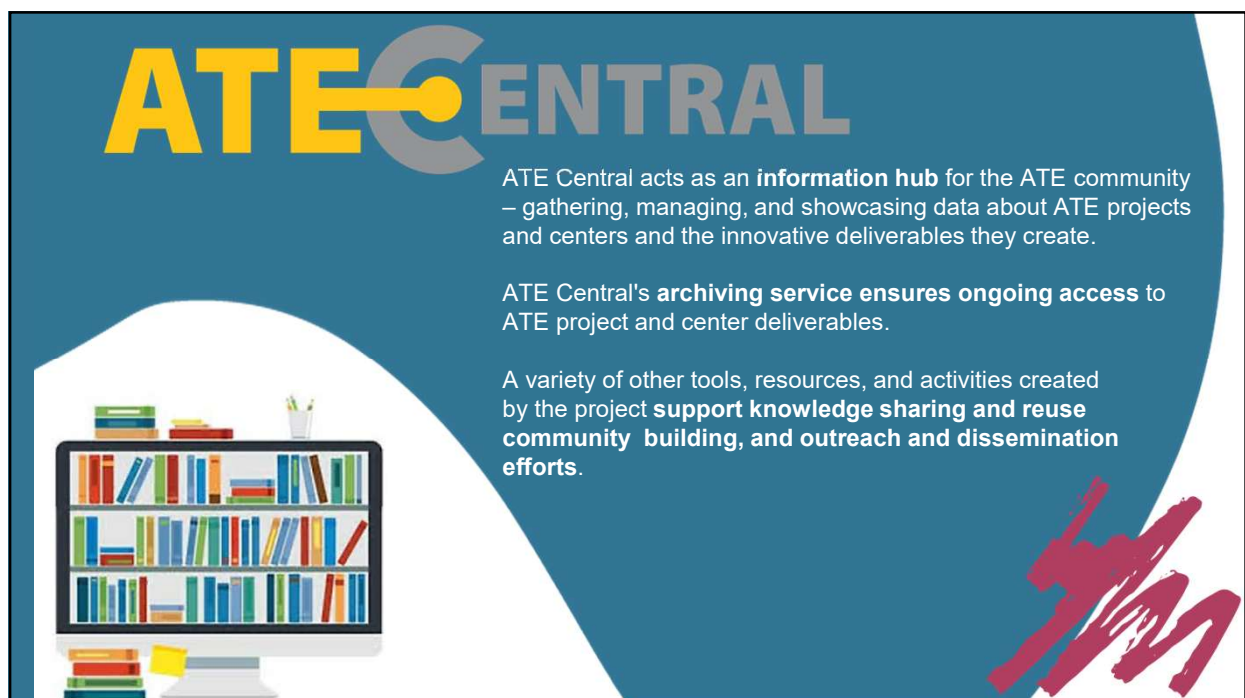
OUR Vision

EvaluATE envisions an ATE community in which evaluation is valued, systematic, and used to improve the education of technicians in high-tech fields.

OUR Mission

EvaluATE's mission is to engage the ATE community with information, expertise, and tools to advance high-quality evaluation.

EvaluATE



ATE CENTRAL

ATE Central acts as an **information hub** for the ATE community – gathering, managing, and showcasing data about ATE projects and centers and the innovative deliverables they create.

ATE Central's **archiving service ensures ongoing access** to ATE project and center deliverables.

A variety of other tools, resources, and activities created by the project **support knowledge sharing and reuse community building, and outreach and dissemination efforts.**

Materials



Slides



Additional
Materials



[bit.ly/
communicatingimpact](https://bit.ly/communicatingimpact)

Introductions

bit.ly/communicatingimpact



Brianna
Hooks Singletary



Rachael
Bower



Lyssa
Wilson Becho

bit.ly/communicatingimpact 



This material is based upon work supported by the National Science Foundation under Grants Nos. 2332143 and 2228120. The content reflects the views of the authors and not necessarily those of NSF.




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Agenda

9:00 – 9:05	Welcome & Introductions
9:05 – 9:10	Overview of Agenda
9:10 – 9:20	Quick Pair-Share Activity
9:20 – 9:35	Knowing & Mapping Your Audiences
9:35 – 9:45	Identifying Salient Outcomes & Impacts
9:45 – 10:05	Identify your Message Activity
10:05 – 10:15	Science Communication Best Practices
10:15 – 10:25	<i>Break</i>
10:25 – 11:15	Drafting Impact Statements
11:15 – 11:25	Reflection & Next Steps
11:25 – 11:30	Closing




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Intentions





Share your project story



Core message

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Importance of Sharing your Project's Impact

 Visibility & Credibility	 Influence
 Engagement & Motivation	 Opportunities
 Accountability	 Shared Learning

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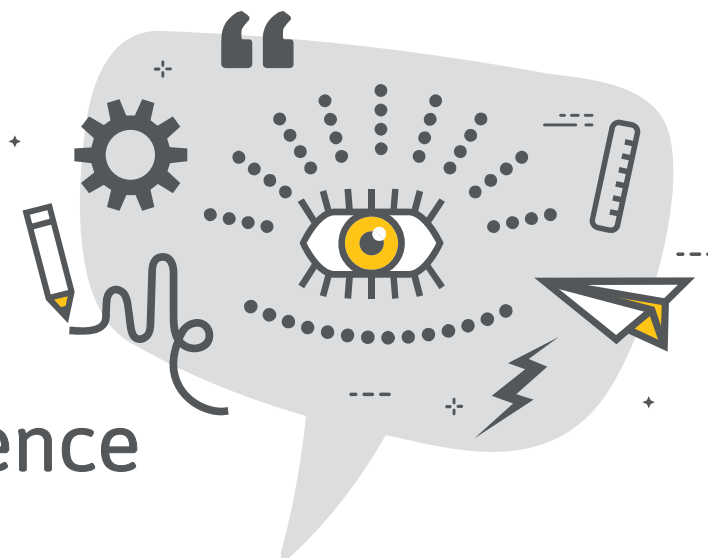


Pair and Share


- 1 What is your name?
- 2 What is your role on your ATE project?
- 3 When you tell someone about your ATE project, what do you usually say first?



Knowing Your Audience



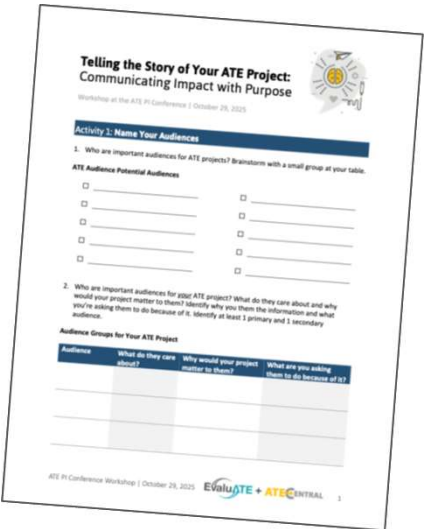




Who are the important audiences for ATE projects?

Activity 1

Page 1



Telling the Story of Your ATE Project:
Communicating Impact with Purpose
Workshop at the ATE PI Conference | October 29, 2025

Activity 1: Name Your Audiences

1. Who are important audiences for ATE projects? Brainstorm with a small group at your table.

ATE Audience Potential Audiences

<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	

2. Who are important audiences for your ATE project? What do they care about and why would your project matter to them? Identify why you think the information and what audience.

Audience Groups for Your ATE Project

Audience	What do they care about?	Why would your project matter to them?	What are you asking them to do beyond it?

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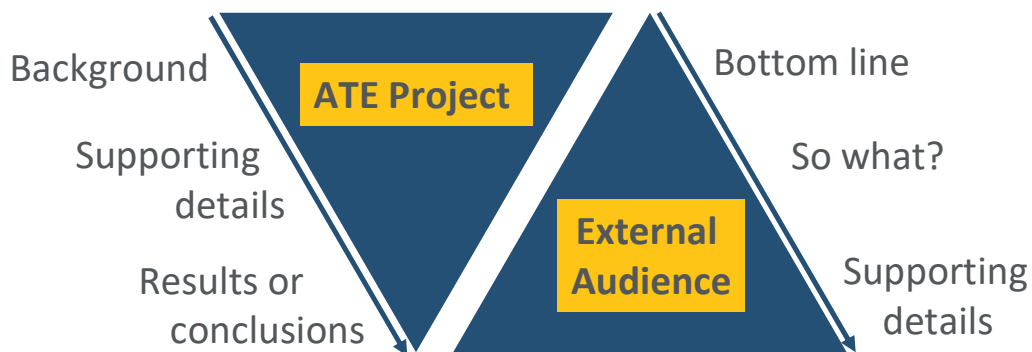
Identifying Salient Impacts



Speaking Beyond Your Project



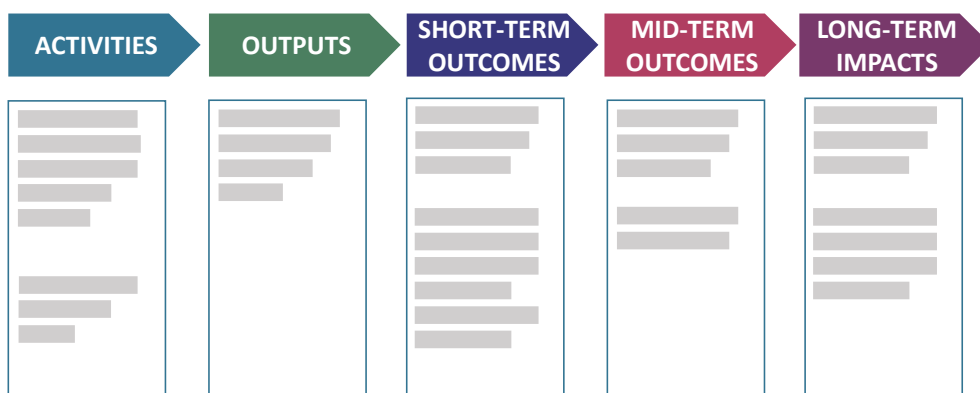
Speaking Beyond Your Project



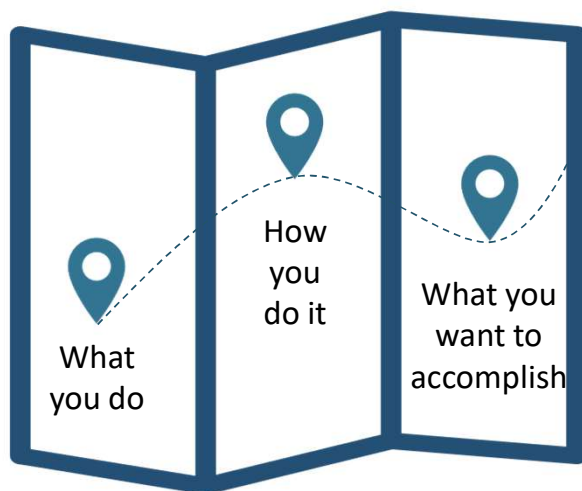
Translating Your Evaluation



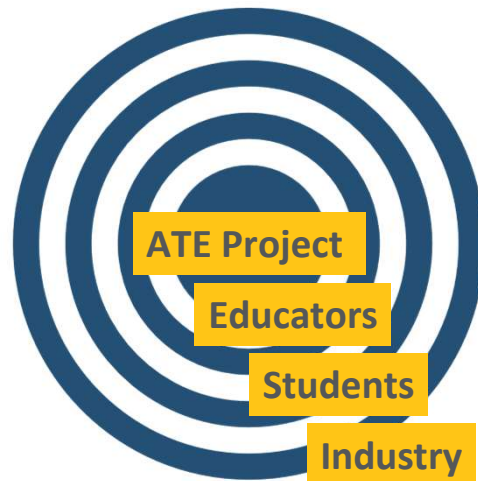
What are impacts?



What are impacts?



What are impacts?



What are meaningful impacts?




NSF – Concise results tied to return on investment and scalability



Industry – Clear connections to workforce needs and employability skills

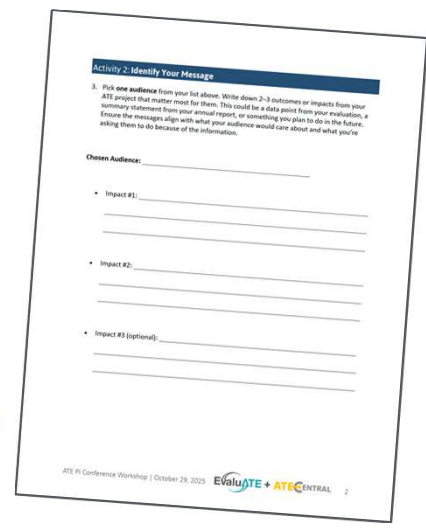


Institution Administrators – Student enrollment, persistence, and completion



What is a meaningful message for your audience?

Activity 2



Page 2

Activity 2: Identify Your Message


3. Pick one audience from your list above. Write down 2-3 outcomes or impacts from your ATE project that matter most for them. This could be a data point from your evaluation, a summary statement from your annual report, or something you plan to do in the future. Ensure the messages align with what your audience would care about and what you're asking them to do because of the information.

Chosen Audience: _____

- Impact #1: _____
- Impact #2: _____
- Impact #3 (optional): _____

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Communicating Your Data



Effective Science Communication



1 Center Your Audience

Start with what your audience cares *about* rather than what you want to say.

Effective Science Communication



1 Center Your Audience



Evaluation data show improved workforce readiness outcomes across multiple interest holder groups.



According to our evaluation, 85% of local employers report our graduates are well-prepared for technician roles.

Effective Science Communication



2 Use Plain Language Without Dumbing Down

Avoid jargon, acronyms, and technical shorthand. Translate complex ideas into everyday language.

Effective Science Communication



2 Use Plain Language Without Dumbing Down



Post-program survey results indicate statistically significant self-efficacy gains in advanced manufacturing competencies.



Our graduates tell us they feel more confident in using new manufacturing technologies after completing the program.

Effective Science Communication

3 Frame Around “Why It Matters”

Connect project activities to broader significance – why it matters to people’s lives, communities, or the economy.

Effective Science Communication

3 Frame Around “Why It Matters”



The evaluation found positive employment outcomes for program participants.



Because our students are job-ready, local companies can fill open positions faster, saving time and money.

Effective Science Communication



4 Tell Human Stories

Pair data with personal stories or examples.
Stories make impacts memorable and
relatable.

Effective Science Communication



4 Tell Human Stories



The program increased job
placement rates among
participants.



After completing our
program, Jasmine was
hired by a local solar
company and now
mentors students.

Effective Science Communication

5 Be Strategic with Data

Use numbers sparingly, choose the most powerful ones, and present them visually when possible.

Effective Science Communication

5 Be Strategic with Data



Job placement rates increased from 65% in 2022 to 73% in 2023 and 90% in 2024.



90% of our graduates found jobs, compared to the state average of 65%.

Effective Science Communication



6 Engage Emotion as Well as Logic

Facts alone don't persuade. Appeals to values, pride, opportunity, or problem-solving are powerful.

Effective Science Communication



6 Engage Emotion as Well as Logic



The project addressed regional workforce shortages through curriculum redesign.



Our graduates power the local industries that keep our community thriving.

Drafting Your Core Message

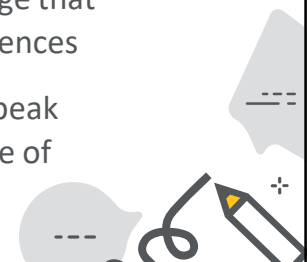


What is a Core Message?

The central idea or takeaway you want people to remember about your program or initiative.

A strong core message:

- » Captures the essence of your work in a few sentences
- » Focuses on impact rather than activities
- » Uses plain, relatable language that resonates with diverse audiences
- » Helps people consistently speak about the purpose and value of your project or initiative



Components of a Core Message

Component	Key Question
Problem or Need	Why does this work matter?
Activity or Action	What did you do to address the issue?
Audience or Beneficiaries	Who benefits from your work?
Change or Benefit	What's different because of your efforts?
Why It Matters	Why is this important for the larger community or system?
Scope or Reach	How many people are affected, or where does your impact reach?

Core Message “MadLib”

Our project _____
[did/created/introduced specific activity or resource]
to address _____
[the problem or need]
As a result, _____
[participants/group] [experienced this change...]
This matters because _____
[why it's important or what difference it makes]
The impact reaches _____, helping _____
[who] [who ultimately benefits and in what way]

Core Message Example

Our project created hands-on robotics modules to address the growing need for skilled technicians in our region. As a result, evaluation findings show that students who used the modules improved their technical skills by 40% and felt more confident applying for jobs. This is important because employers told us they need graduates who can troubleshoot and problem-solve on day one. The impact extends across three community colleges, helping local manufacturers fill critical positions with qualified workers.

Core Message Example **FOR STUDENTS**

Our project created hands-on robotics modules to address help students build the skills employers are looking for. As a result, evaluation findings show that students who used the modules improved their technical skills by 40% and felt more confident applying for jobs. This is important because it means our graduates are better prepared for real-world work and can move into good careers faster. The impact extends across three community colleges, helping hundreds of students get job-ready.

Core Message Example **FOR INDUSTRY**

Our project created hands-on robotics modules to ensure local students graduate with the skills your companies need. As a result, evaluation findings show that students who used the modules performed 40% better on technical assessments and were more confident in troubleshooting. This is important because it reduces onboarding time and ensures new hires can contribute right away. The impact extends across three community colleges, helping build a stronger local talent pipeline for advanced manufacturing.

Core Message Example **FOR NSF**

Our project created hands-on robotics modules across three community colleges to strengthen technician education. As a result, independent evaluation findings show a 40% increase in students' technical proficiency and higher confidence entering the workforce. These findings demonstrate how experiential learning improves student outcomes and meets employer needs in high-demand fields. The impact extends across multiple institutions and industries, advancing the national technician workforce.



Crafting your project's core message

Activity 3

Page 3-4



Activity 3: Draft Your Core Message

A core message is the central idea or takeaway you want your audience to remember about your program, initiative, or organization. It clearly communicates what you do, who benefits, and why it matters—in a concise, audience-friendly way.

A strong core message:

- Captures the essence of your work in a few sentences.
- Focuses on impact rather than activities.
- Uses plain, relatable language that resonates with diverse audiences.

Fill in the formula below to begin drafting a core message for your ATE project.

Core Message Draft #1

Our project _____
(who/what/where/when/why/for whom)


to address _____
(the problem or need)

As a result, _____
(participants/role) _____
(experience this change, gained this skill, or achieved this result)

This matters because _____
(why it's important or what difference it makes)

The impact reaches _____ helping _____
(who or how many it affects) _____
(who ultimately benefits and in what way)

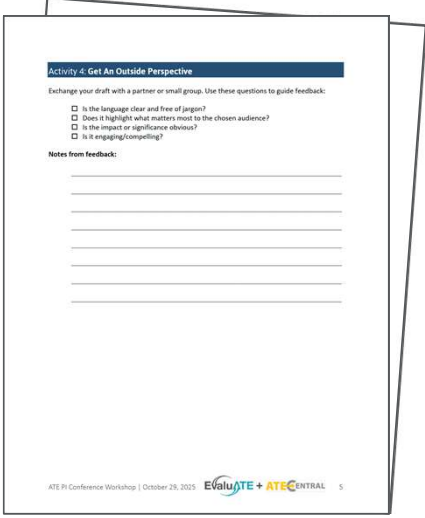
ATE PI Conference Workshop | October 29, 2025 **EvaluATE + ATECENTRAL** 3



Get an Outside Perspective

Activity 4

Page 5-6



Activity 4: Get An Outside Perspective

Exchange your draft with a partner or small group. Use these questions to guide feedback:


- ☐ Is the language clear and free of jargon?
- ☐ Does it highlight what matters most to the chosen audience?
- ☐ Is the impact or significance obvious?
- ☐ Is it engaging/compelling?

Notes from feedback:

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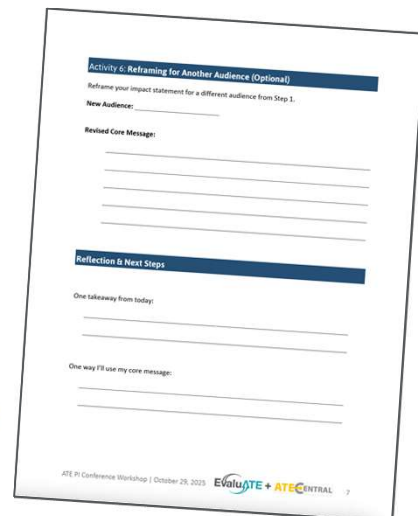


Reflections



What is one take away
from today that
resonated with you?

Page 7



Activity 6: Reframing for Another Audience (Optional)
Reframe your impact statement for a different audience from Step 1.

New Audience: _____

Revised Core Message:

Reflection Is Next Steps

One takeaway from today: _____

One way I'll use my core message:

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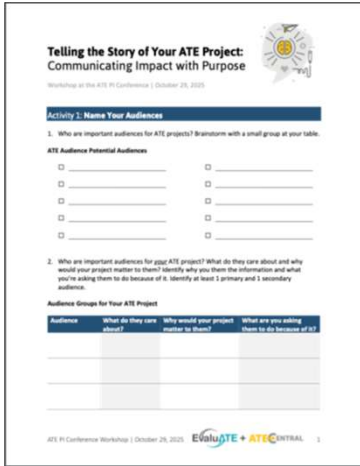


What is one way you'll use the core message you drafted?

Page 7




Additional Resources



Workshop Worksheet

evalu-ate.org/miscellaneous/communicatingimpactworksheet



Additional Resources

ATECENTRAL
Outreach Kit Template

Section 1: Overview
This Template can be used with the online ATE Outreach Kit to help you gather information and consider approaches and strategies to help you in creating an outreach plan. While designed with the National Science Foundation's Advanced Technological Education community in mind, it is free for anyone to use. Please modify this template to best match your needs and make it your own!

How to Use the Outreach Kit and Template
As you work through the sections of the online kit and worksheets, you can record specific information on the template. The sections of the online kit align with the worksheet and encourage you explore specific topics more deeply as well as referring you to other helpful resources.

List the Goals of your ATE Project or Center

Goal	Related Notes

Section 2: Gathering Outreach Information

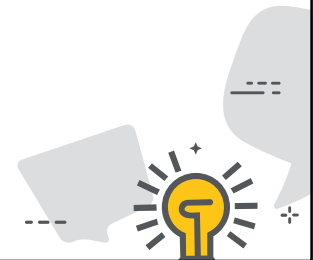
Audiences

Audience	Description/Notes	Primary/Secondary

Audience Examples
• Students (college, high school, returning, female)

https://atecentral.net/outreachkit

ATE Central Outreach Kit
atecentral.net/outreachkit



Additional Resources

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Audience	Description/Notes	Primary/Secondary

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https://atecentral.net/outreachkit

ATE Central Outreach Kit
atecentral.net/outreachkit

ATECENTRAL
Outreach Planning Table

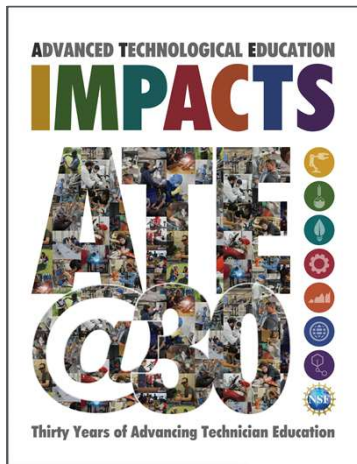
Example text below – you can write over this or use the blank table on the following page.

Objectives	Activities	Audiences	Pathways	Resources/Partners	Team Members	Critical Dates
Connect each month with key industry partners	Monthly emails in person/zoom meeting each quarter	Industry partners	Email Zoom/in person	Mail chimp Email to coordinators/zoom platform/geri help with zoom scheduling from admin	PI – lead, with help from project manager Project manager – lead – support from depart. Advisor lead & key for in person	First Tuesday of each month August, November, February, May
Engage each quarter with high school counselors	4 emails a year High school visits Create materials for high school counselors	High school counselors High school counselors & admin High school counselors & admin	Email in person meetings/zoom follow up in person and on website	Mail chimp – get addresses from high school admin One page flyers, website, zoom Campus designer	Project manager PI/project manager PI/project manager	September, November, February, April October & March October & March

https://atecentral.net/outreachkit



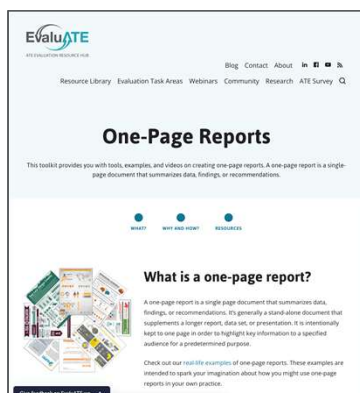
Additional Resources



ATE Impacts Book & Photo Gallery
ateimpacts.net



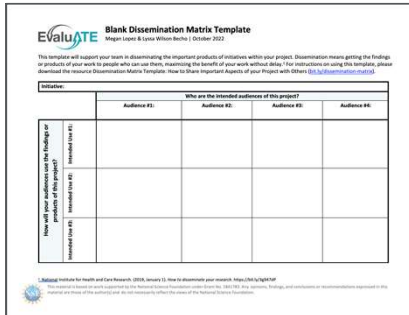
Additional Resources



One-Page Reports Toolkit
evalu-ate.org/one-page-reports-toolkit



Additional Resources



EvaluATE Blank Dissemination Matrix Template
Reprint Request & License: <https://www.evalu-ate.org/>

This template will support your team in disseminating the important products of initiatives within your project. Dissemination means getting the findings or products of your work to people who can use them, maximizing the benefit of your work without delay. For instructions on using this template, please download the resource Dissemination Matrix Template. How to Share Important Aspects of your Project with Others <https://www.evalu-ate.org/>

Who are the intended audiences of this project?				
	Audience #1:	Audience #2:	Audience #3:	Audience #4:
How will your audience use the findings or products of your work?	Individual (e.g., clinician)			
	Team (e.g., research team)			
	Organization (e.g., hospital)			
	Community (e.g., local health system)			

Dissemination Matrix for Health and Care Research (DHSC, version 1). How to disseminate your research. <https://www.evalu-ate.org/>

Dissemination Matrix

bit.ly/diss-matrix-fillable



Please,
take a minute to
complete our
**Feedback
Survey**



bit.ly/ateworkshop2025

Thank you!

Brianna.HooksSingletary@wmich.edu

Bower@scout.wisc.edu

Lyssa.Becho@wmich.edu

See what else
EvaluATE's up to at the
conference this year!

