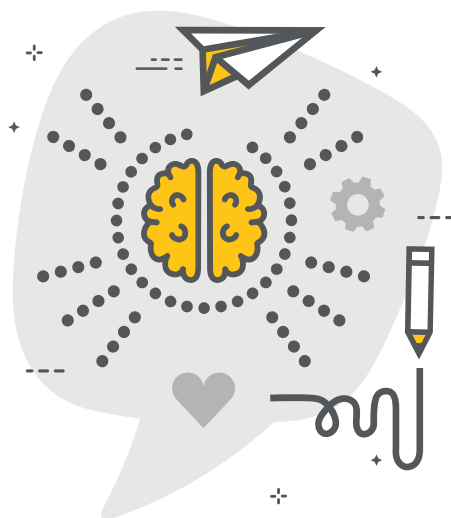


# Sharing What Matters

A Discussion on ATE Project  
Outcomes & Impact

Brianna Hooks Singletary  
Rachael Bower  
Lyssa Wilson Becho



EvaluATE + ATECENTRAL

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EvaluATE  
evalu-ate.org

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**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**

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**ATE CENTRAL**

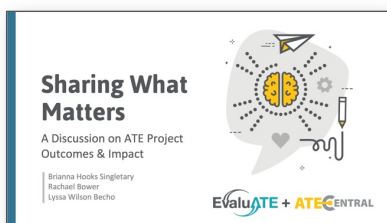
ATE Central acts as an **information hub** for the ATE community – gathering, managing, and showcasing data about ATE projects and centers and the innovative deliverables they create.

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

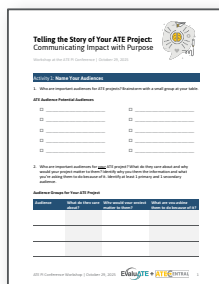
A variety of other tools, resources, and activities created by the project **support knowledge sharing and reuse community building, and outreach and dissemination efforts.**

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## Materials



Slides



Additional  
Materials



[evalu-ate.org/slide/  
sharingwhatmatters](https://evalu-ate.org/slide/sharingwhatmatters)

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## Introductions

[evalu-ate.org/slide/sharingwhatmatters](https://evalu-ate.org/slide/sharingwhatmatters)



**Brianna**

Hooks Singletary



**Rachael**


Bower




**Lyssa**


Wilson Becho

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[evalu-ate.org/slide/sharingwhatmatters](https://evalu-ate.org/slide/sharingwhatmatters)



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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[evalu-ate.org/slide/sharingwhatmatters](https://evalu-ate.org/slide/sharingwhatmatters)

## Importance of Sharing your Project's Impact



Visibility & Credibility



Influence



Engagement & Motivation



Opportunities



Accountability



Shared Learning



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[evalu-ate.org/slide/sharingwhatmatters](https://evalu-ate.org/slide/sharingwhatmatters)

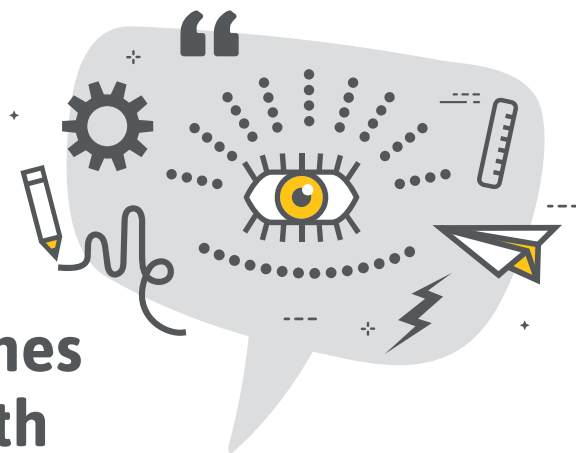


## Pair and Share

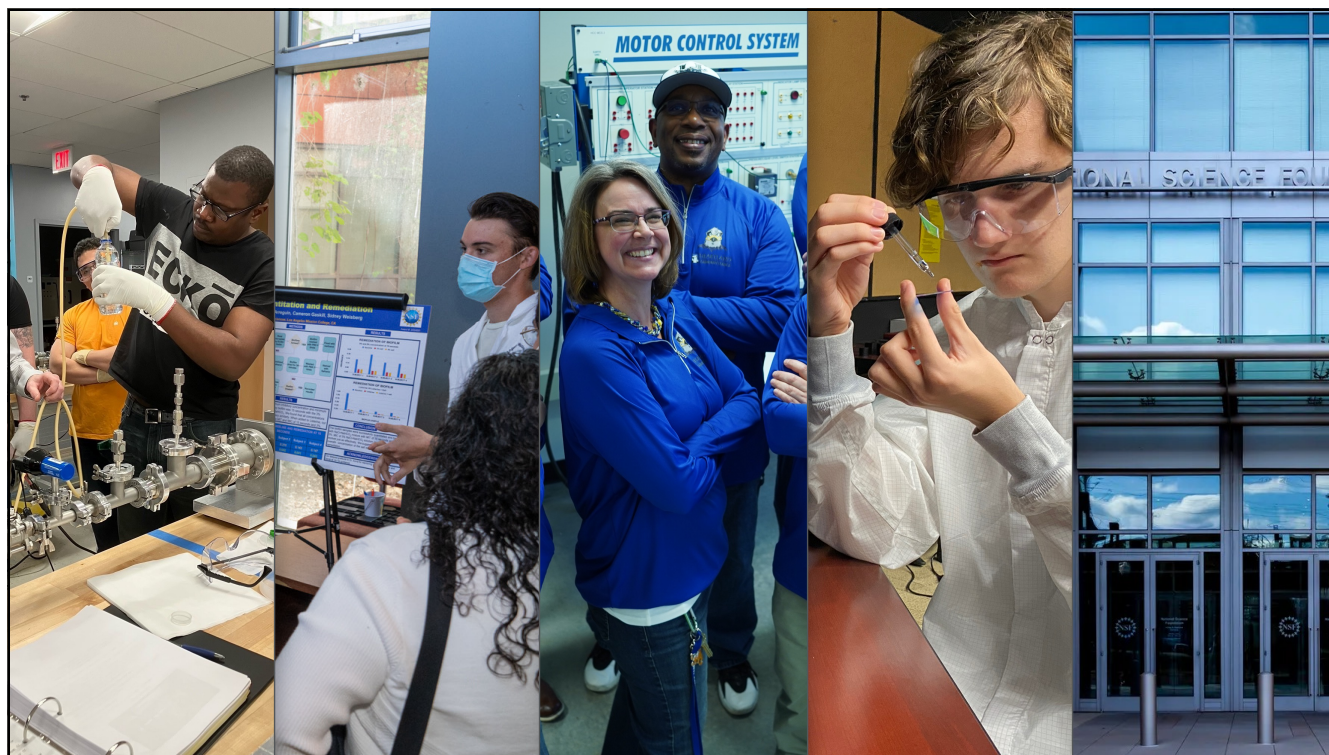
- 1 What is your name?
- 2 What is your role on your ATE project?
- 3 **When you tell someone about your ATE project, what do you usually say first?**

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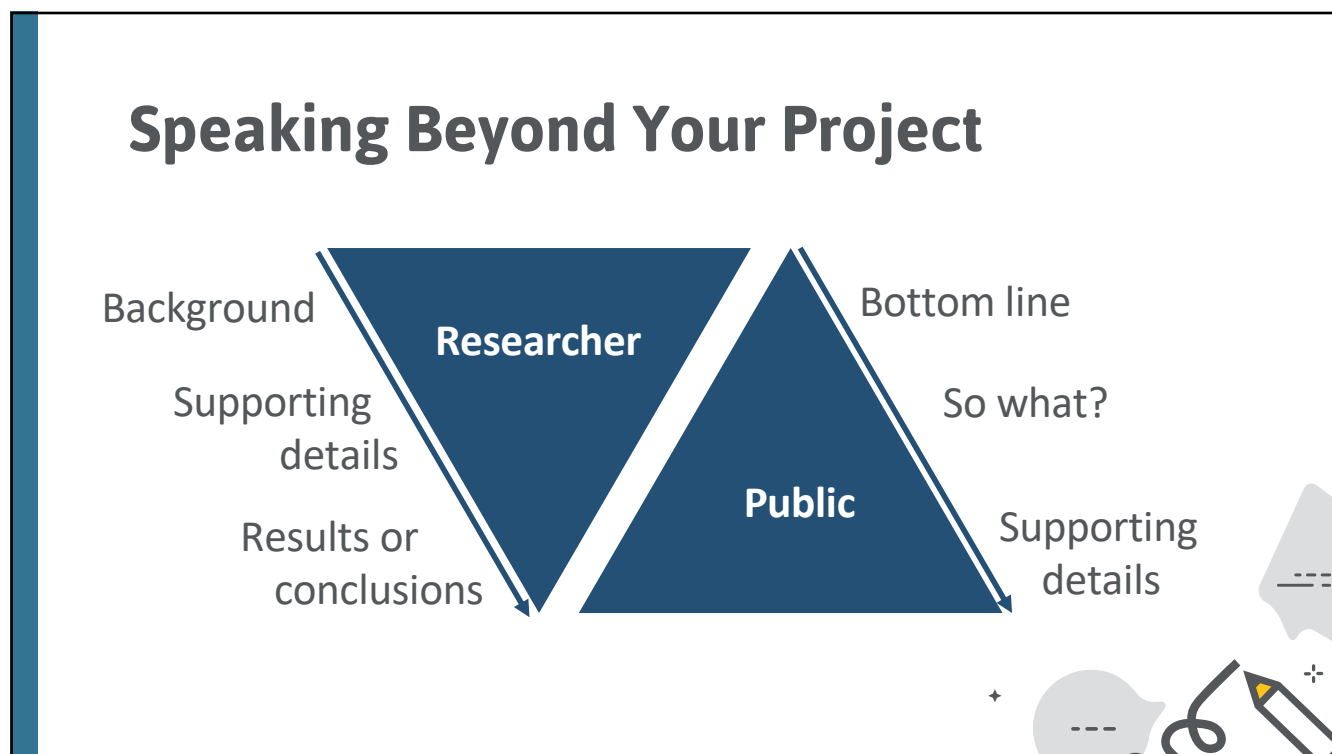
**How do you decide  
which project outcomes  
or stories to share with  
different audiences?**



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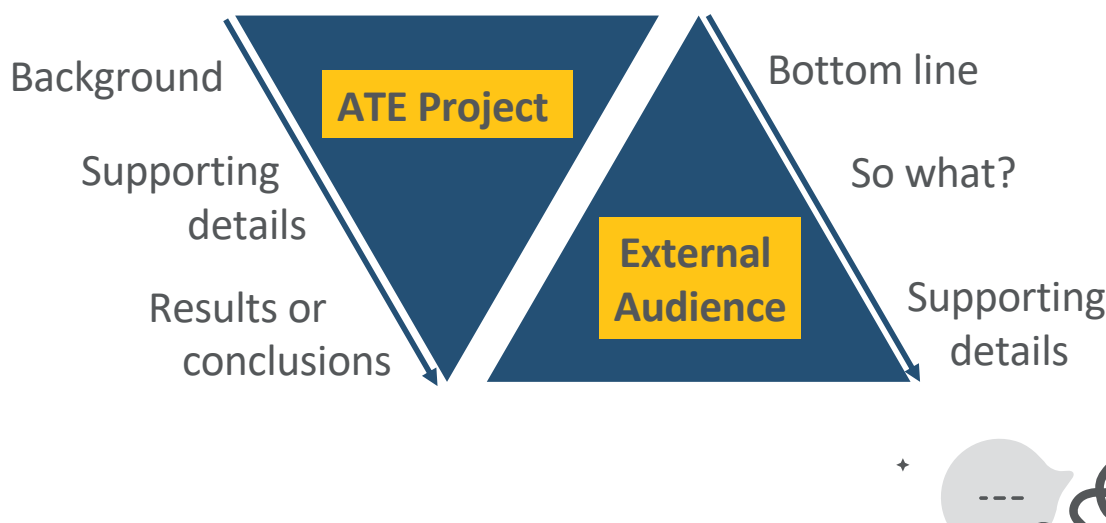


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## Speaking Beyond Your Project



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## Translating Your Evaluation



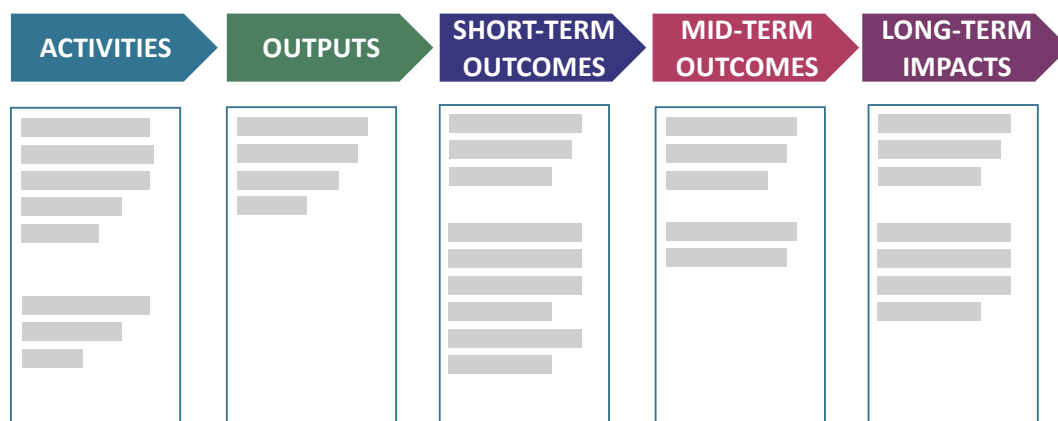
29

## What communication challenges have you faced when sharing your project's impact?



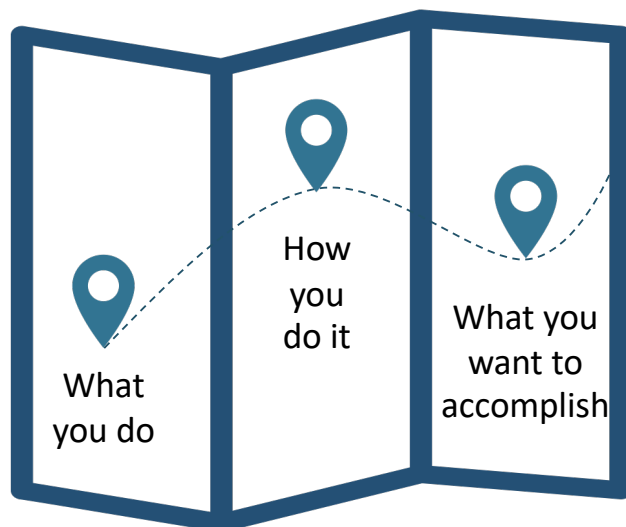
31

## What are impacts?



32

## What are impacts?



33

## What are impacts?



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## What are meaningful impacts?



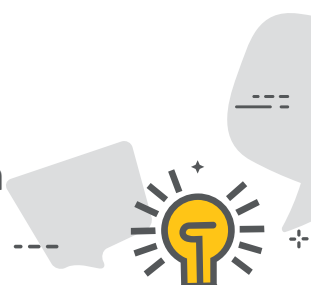
**NSF** – Concise results tied to return on investment and scalability



**Industry** – Clear connections to workforce needs and employability skills



**Institution Administrators** – Student enrollment, persistence, and completion



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## 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



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## 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]

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## 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.

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## 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.

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## 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.

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## 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.

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## Additional Resources

**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 you're asking them to do because of it. Identify at least 1 primary and 1 secondary 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 because of it?
_____	_____	_____	_____
_____	_____	_____	_____

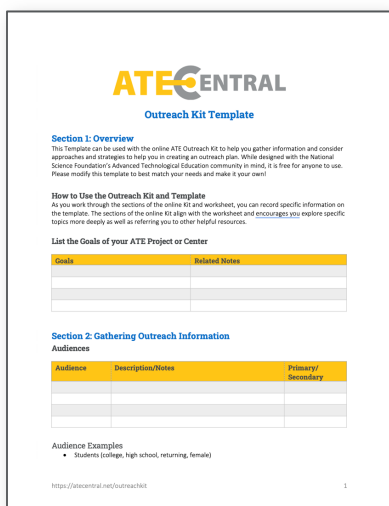
ATE PI Conference Workshop | October 29, 2025 | **EVALUATE + ATECENTRAL** 1

### Workshop Worksheet

[evalu-ate.org/miscellaneous/communicatingimpactworksheet](https://evalu-ate.org/miscellaneous/communicatingimpactworksheet)

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## Additional Resources

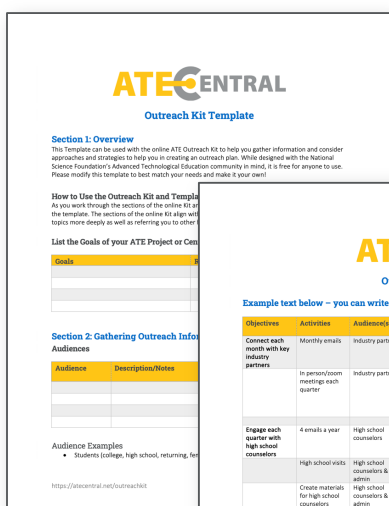


ATE Central Outreach Kit  
[atecentral.net/outreachkit](https://atecentral.net/outreachkit)



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## Additional Resources



ATE Central Outreach Kit  
[atecentral.net/outreachkit](https://atecentral.net/outreachkit)

**ATECENTRAL**  
Outreach Planning Table

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

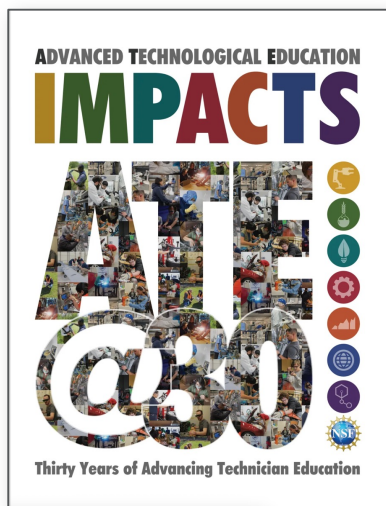
Objectives	Activities	Audience(s)	Pathways	Resources/Partners	Team/Managers	Critical Dates
Connect each month with key industry partners	Monthly emails  In person/room meetings each quarter	Industry partners	Email  Zoom/in-person	Mail chimp  Email to coordinate/room platform/get help with room scheduling from admin	PI - lead - with help from project manager  Project manager - lead - support from dept. Admin/ Food & bag 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/room follow up  In person and on website	Mail chimp - get addresses from high school admin  One page flyer, website, zoom  Campus designer	Project manager  PI/project manager  PI/project manager	September, November, February, April  October & March  October & March

<https://atecentral.net/outreachkit>

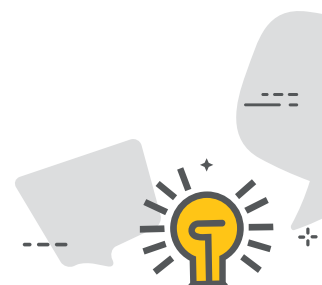


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## Additional Resources

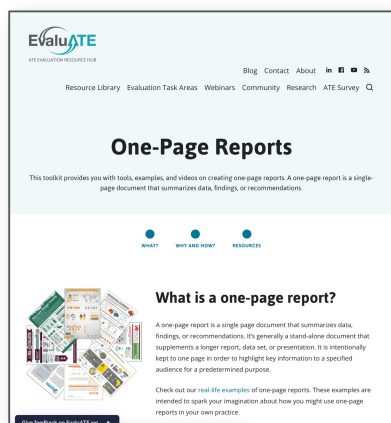


ATE Impacts Book & Photo Gallery  
[ateimpacts.net](http://ateimpacts.net)

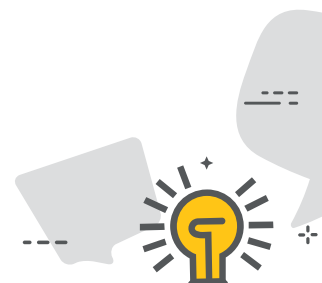


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## Additional Resources

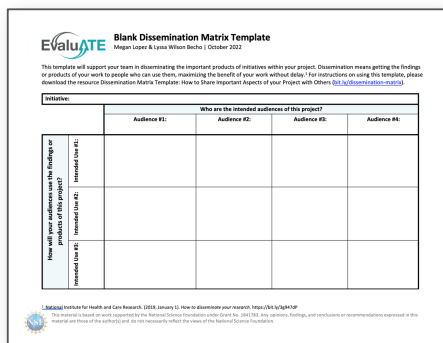


One-Page Reports Toolkit  
[evalu-ate.org/one-page-reports-toolkit](http://evalu-ate.org/one-page-reports-toolkit)



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## Additional Resources



**EvaluATE** Blank Dissemination Matrix Template  
Megan Lopez & Lyssa Wilson Becho | October 2022

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 benefits 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.evaluatepi.org/2022/01/01/dissemination-matrix-template-how-to-share-important-aspects-of-your-project-with-others/>).

Initiation		Who are the intended audiences of this project?			
		Audience #1:	Audience #2:	Audience #3:	Audience #4:
How will you disseminate the findings or products of this project?	Intended Use #1:				
	Intended Use #2:				
	Intended Use #3:				

© National Institutes for Health and Care Research (NIHR), January 15, 2019. How to disseminate your research. <https://bit.ly/9t8t0P>

This material is based on work supported by the National Science Foundation under Grant No. 2001700. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

Dissemination Matrix

[bit.ly/diss-matrix-fillable](https://bit.ly/diss-matrix-fillable)



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## Thank you!

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[Lyssa.Becho@wmich.edu](mailto:Lyssa.Becho@wmich.edu)

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



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