

Telling Your ATE Project Story

Communicating
Outcomes and Impact



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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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Materials

Telling Your ATE Project Story
Communicating Outcomes and Impact

Slides

Additional Resources

QR Code

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Introductions



Brianna
Hooks Singletary



Lyssa
Wilson Becho

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Agenda

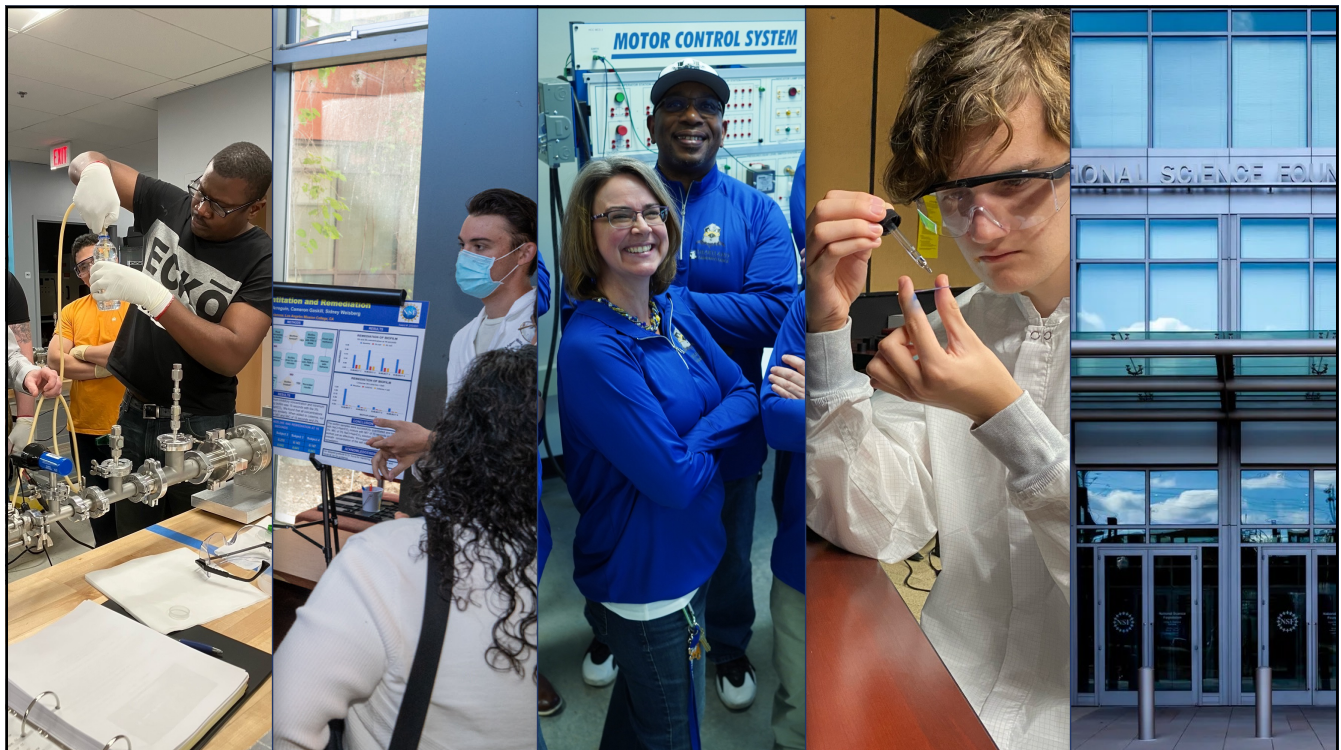
01 Identifying
Salient Impacts

02 Understanding
Impacts

03 Exploring
Project Core
Messaging

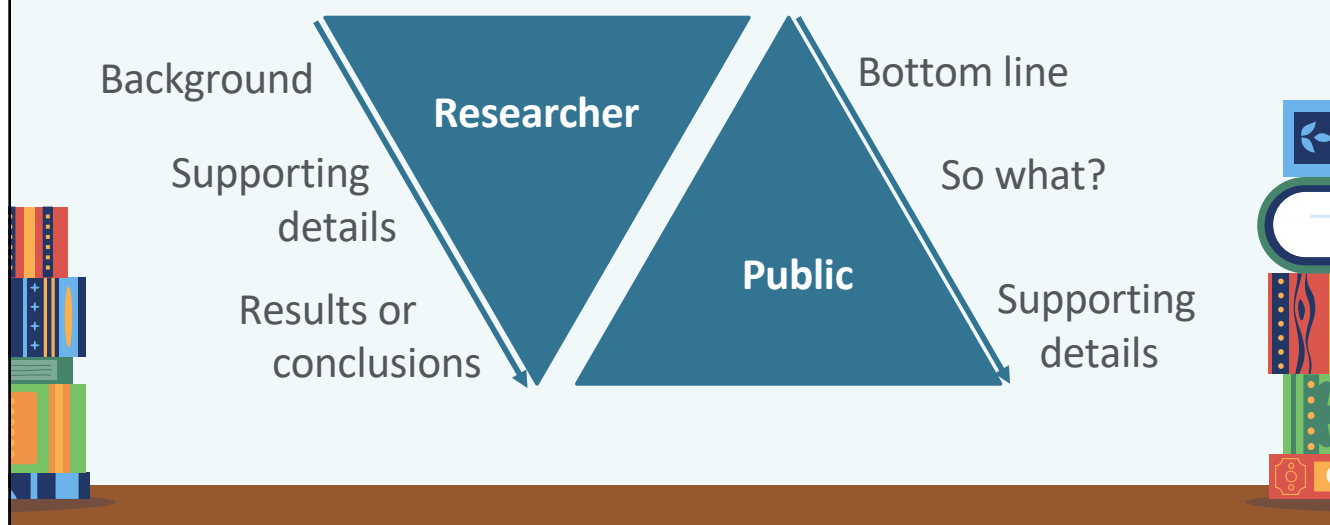
04 Developing
your Project's
Core Message

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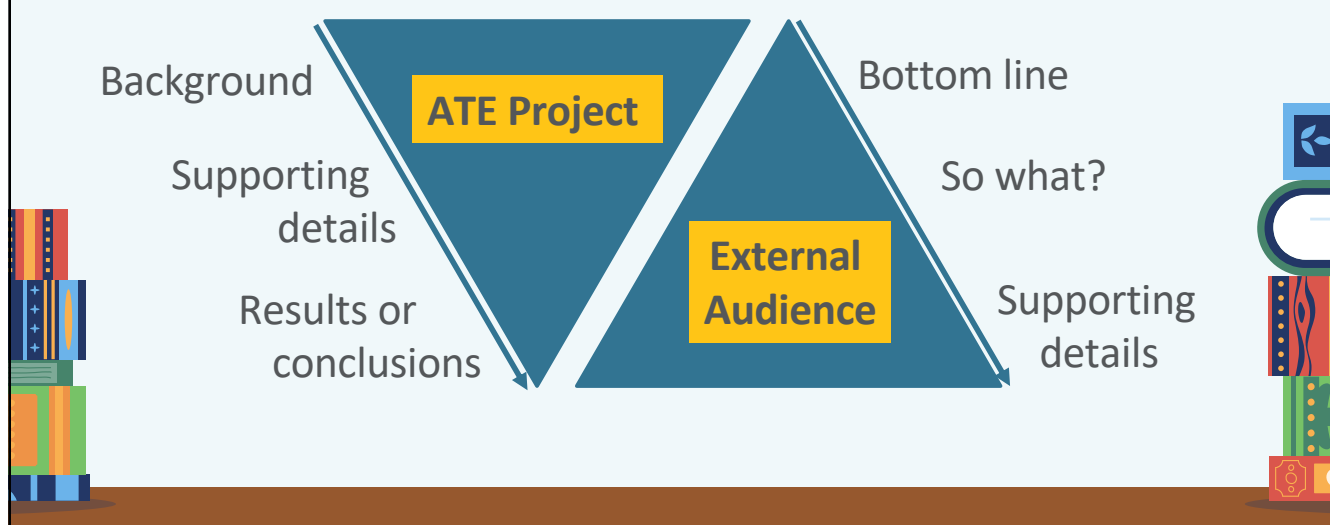
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Speaking Beyond Your Project

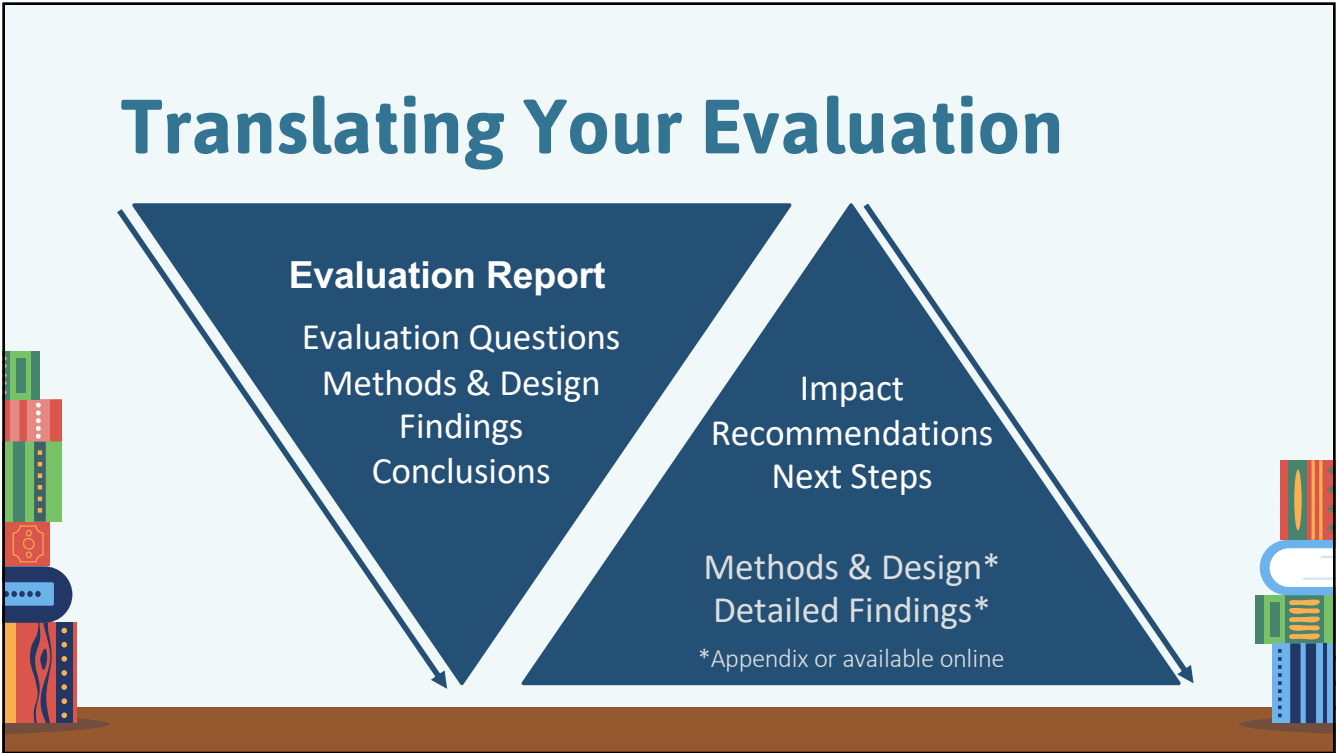


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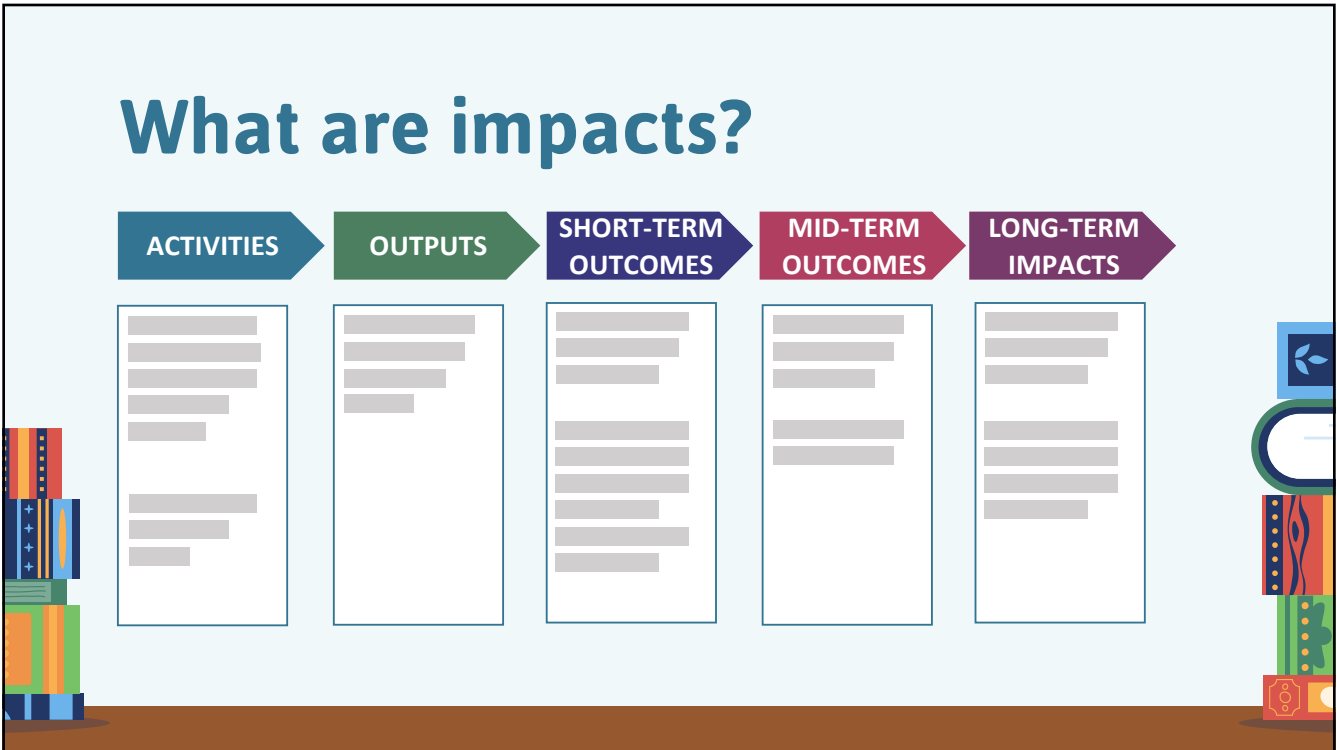
Speaking Beyond Your Project



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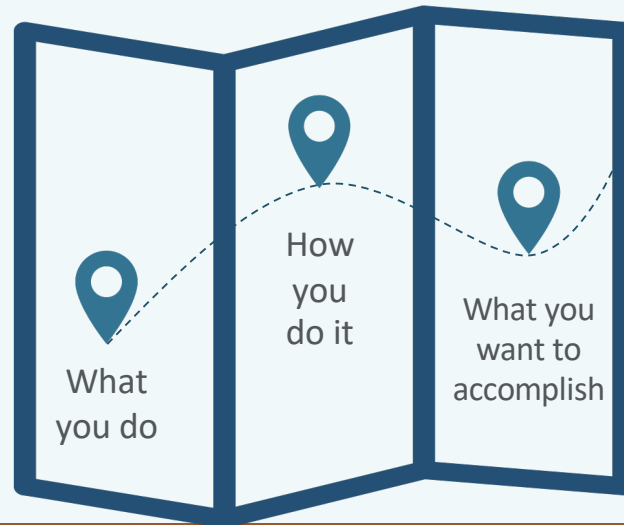


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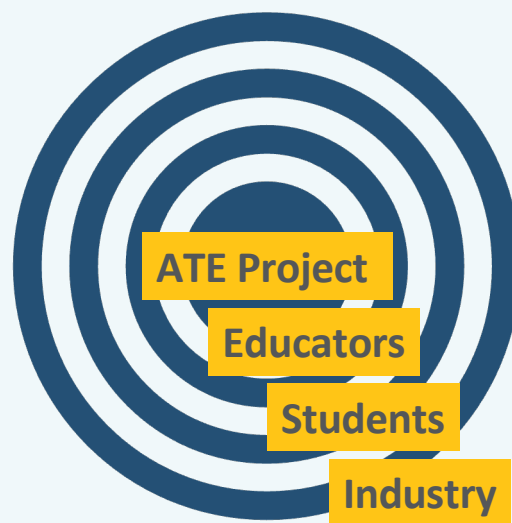
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What are impacts?



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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

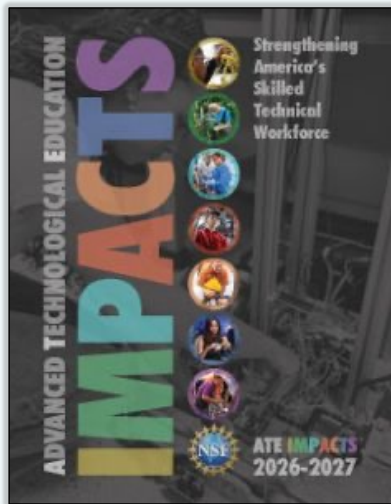
Our project created hands-on robotics modules
to address the growing need for skilled technicians in our region.
As a result, evaluation findings show that students who used the
modules improved their technical skills by 40% and felt more
confident applying for jobs. This is important because employers 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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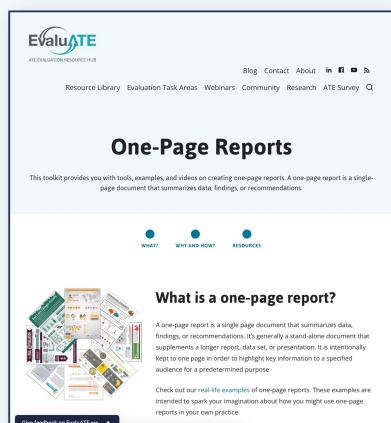
Additional Resources



ATE Impacts Book & Photo Gallery
ateimpacts.net

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Additional Resources



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

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Additional Resources

Blank Dissemination Matrix Template
Megan Lopez & Lynn Wilson Reiche | October 2023

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.evaluateate.org/2023/10/23/dissemination-matrix-template-how-to-share-important-aspects-of-your-project-with-others/>).

Who are the intended audiences of this project?			
Audience #1	Audience #2	Audience #3	Audience #4

© National Institutes for Health and Core Research (NIH), January 15, 2016. How to disseminate your research. <https://www.evaluateate.org/>

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Dissemination Matrix

bit.ly/diss-matrix-fillable

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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

☐		☐	
☐		☐	
☐		☐	
☐		☐	
☐		☐	

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 | EvaluateATE + ATECENTRAL 1

Workshop Worksheet

evalu-ate.org/miscellaneous/communicatingimpactworksheet

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