



# An Infographic Approach: Presenting Extensive Report Findings to Busy Stakeholders

The Research and Evaluation Group (EvalGroup) offers expertise in quality research and evaluation with numerous applications in public and community health, healthcare, marketing, education/academia, community-based organizations, information technology, and other areas. EvalGroup's services allow its clients to make greater community and population impact, improve the delivery of their services and programs, secure future funding, and develop a competitive edge in grant rewarding process.

The EvalGroup often produces text-intensive, statistics-heavy documentation, surveys, and reports. Since these documents are rarely read cover to cover, EvalGroup needed an effective way to present essential findings to busy stakeholders—who need to make informed and strategic decisions about programmatic outcomes, quickly and accurately.



## USE CASES

Information Architecture, Infographics, Technical Writing, Plain Language, Principles of Design



## TECHNOLOGIES

Microsoft Office (Word, PowerPoint)



# Making informed decisions, confidently

The in-depth, highly statistical information EvalGroup prepares for its clients does not allow stakeholders and decisionmakers to adequately digest the detail and make informed decisions quickly. But the data is often essential and pertinent to the supported programs.

In addition to producing surveys, reports, and supporting documentation as standard deliverables, EvalGroup wanted a quick, easy, and professional way to summarize and illustrate relevant findings—so busy stakeholders could make important decisions, confidently.

## Presenting the “right” information in the “right” way

Contentiful collaborated with EvalGroup to:

- Plan, design, and develop an infographic of the program components and key findings.
- Create a compact design to summarize key findings of the evaluation report and facilitate easier digestibility of the data.
- Adopt colors and fonts that reflect the client’s branding and messaging.
- Convey the program components visually and humanize the findings.

*“We delivered this smartly designed infographic to our client as an at-a-glance assessment tool. They used it to make quick and informed decisions about addressing critical programmatic components that impacted the target audience.”*

— Shenée Bryan, Former Director of Programs and Evaluations



# Junior Achievement infographic concepts side-by-side

## JA FINANCE PARK STUDENT IMPACT

JA of GEORGIA  
LEARN MORE AT  
WWW.GEORGIA.JA.ORG

**IMMEDIATE**

**FINANCIAL KNOWLEDGE**

Nearly 6 out of every 10 students improved overall scores.

**TEACHERS AGREE...**

"It captures their attention from day one to the last day. It's exciting, fun, and they get to work with technology. They really excel in this program."

**MIDTERM**

**ATTITUDES, BEHAVIOR, MOTIVATION**

70% Now feel in control of their future

74% Have plans to save for college

79% Believe doing well in school is important

59% Want to start budgeting now

**LONGTERM**

**INTENTION, FUTURE BEHAVIOR**

72% Gained a greater interest in their own financial future:

- School is important for achieving future goals
- Inspired to graduate high school
- Understand how math is used in the real world

**TEACHER OBSERVATIONS:**

75% Increased in-class engagement & participation

87% Inspired more creative and innovative

93% Reinforced economic concepts

93% Introduced real-world concepts into classroom

97% Encouraged students to have more real-world discussions

**Junior Achievement of Georgia**

↑ Final design selected

## JUNIOR ACHIEVEMENT FINANCE PARK

Thriving and building a better global economic future

**FINANCIAL KNOWLEDGE**

Student participants across all school districts demonstrated improved knowledge in the financial concepts taught in the JA Finance Park curriculum.

Nearly 6 out of every 10 students improved overall scores. Overall financial literacy scores changed by a +6%.

**TEACHERS' OBSERVATIONS**

75% JA FINANCE PARK curriculum increased students' engagement and participation in class.

87% JA FINANCE PARK curriculum inspired students to be more creative and innovative.

93% JA FINANCE PARK curriculum reinforced economic concepts.

**ATTITUDES | BEHAVIOR | MOTIVATION**

Students were also inspired to improve their current behaviors to establish a more secure financial future.

70% Feel in control of their future

79% Believe doing well in school is important

74% Have plans to save for college

59% Want to start budgeting now

**INTENTION | FUTURE BEHAVIOR**

The majority of the students also gained a greater interest in their own financial future agreeing JA Finance Park.

73% Now believe school is important to meet future education/career goals

72% Inspired (or re-inspired) to graduate from high school

71% Inspired to look at spending money differently

"JA Finance Park" gets them thinking Budgeting, math, computation, taxes, etc. It lets them know how valuable numbers are—not just in the classroom, but in life. It's something they're going to need in life."

**JA of GEORGIA**  
VISIT WWW.GEORGIA.JA.ORG TO LEARN MORE.

## JA Finance Park STUDENT IMPACT

2015

JA of GEORGIA  
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The experience was an "eye-opener" for their students and helped them realize how much things cost and how important it is to manage one's money."

**FINANCIAL KNOWLEDGE**

IMPROVED knowledge of financial concepts

Understanding of Credit Worthiness +10%

Understanding of Savings/Investing +9%

Nearly 6 out of every 10 students improved overall scores.

**ATTITUDES, BEHAVIOR, MOTIVATION**

INSPIRED to improve current behaviors and set up a more secure future

70% Now feel in control of their future

79% Believe doing well in school is important

74% Have plans to save for college

59% Want to start budgeting now

**INTENTION, FUTURE BEHAVIOR**

INSPIRED (or re-inspired) to graduate from high school, know what is needed to meet future education/career/lifestyle goals; understand how math is used in the real world

72% GAINED greater interest in own financial future

It gets them thinking. Budgeting, math, computation, taxes, etc. It lets them know how valuable numbers are—not just in the classroom, but in life. It's something they're going to need in life."

They really started to think more about the future, what type of jobs they will need, what do they like now, what are their career options. It really had them thinking about long-term goals, not just 7th grade."

It captures their attention from day one to the last day. It's exciting, fun, and they get to work with technology. They really excel in this program."

**TEACHERS' OBSERVATION + INTEGRATION OF CURRICULUM**

Teachers agreed that the JA Finance Park curriculum...

75% INCREASED students' in-class engagement and participation

87% INSPIRED students to be more creative and innovative

93% REINFORCED economic concepts to the students

93% INTRODUCED real-world concepts into the classroom

97% ENCOURAGED students to have a more real-world discussion

Let's connect

