

COLOR SCRIPTING: ADAPTING A DISNEY-PIXAR TOOL FOR USE IN EVALUATION

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WHAT YOU'LL GET HERE TODAY

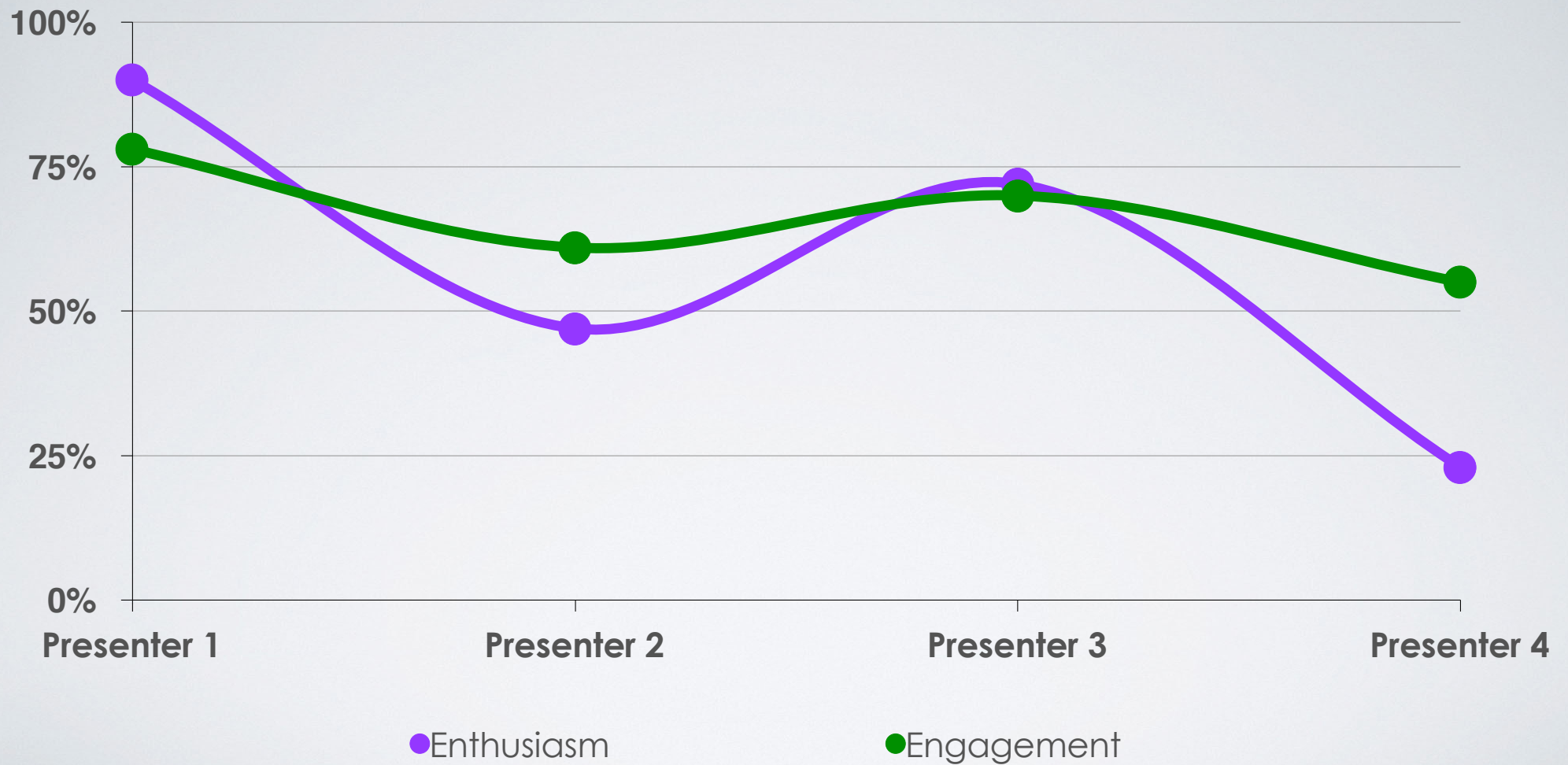
- Explanation of color scripting
- Examples of color scripting
- Directions on how to analyze data and produce color scripts



D23 Expo
You never
know when
evaluation
inspiration
may strike!

A FEW DAYS LATER...

- **Energy** - the reaction of the crowd to the speaker, including laughing, clapping, dancing, etc.
- **Engagement** - the visual cues of people engaged or not engaged with the presentation such as phone usage, note taking, leaving the auditorium, head nodding, etc.



Speaker 1

Speaker 2

Speaker 3

Speaker 4

B
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k

Speaker 5

Speaker 6

Speaker 7

Speaker 8

THE CLIENT LOVED IT!

- Quick to produce
- Visually appealing
- Easy to understand
- Meaningful in follow-up discussions about what types of presentations to have in subsequent years

MULTI-DAY, MULTI-SITE PROFESSIONAL DEVELOPMENT

Pre-/post-test on
content knowledge



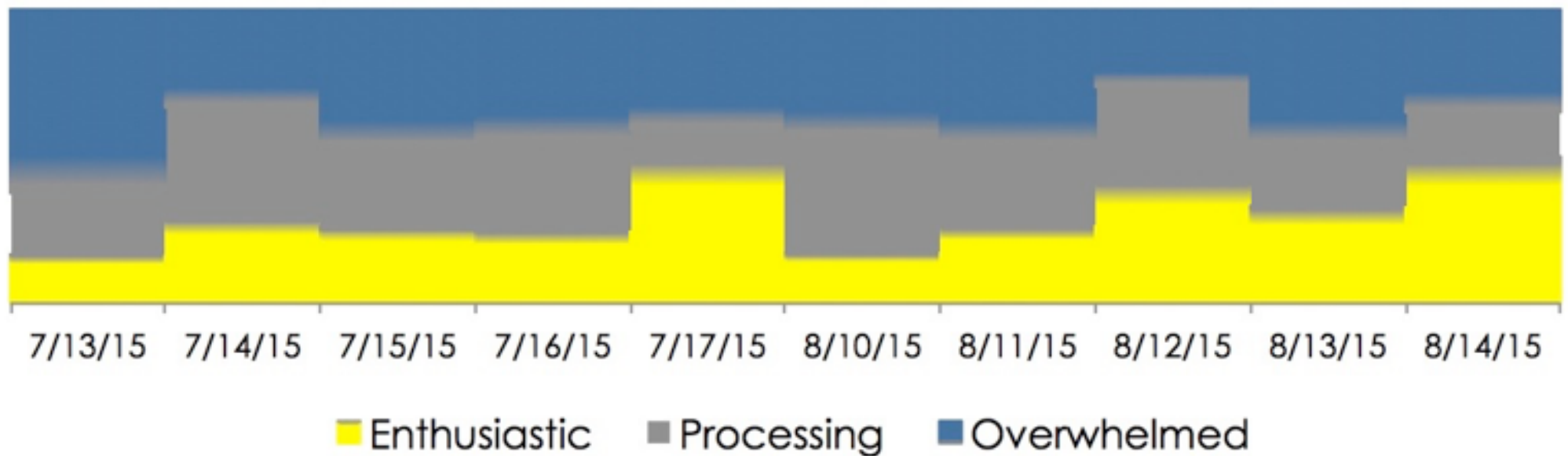
Wanted feedback to improve
training - short-term & long-term

ONE WORD

**How do you feel right now about
what you learned today?**

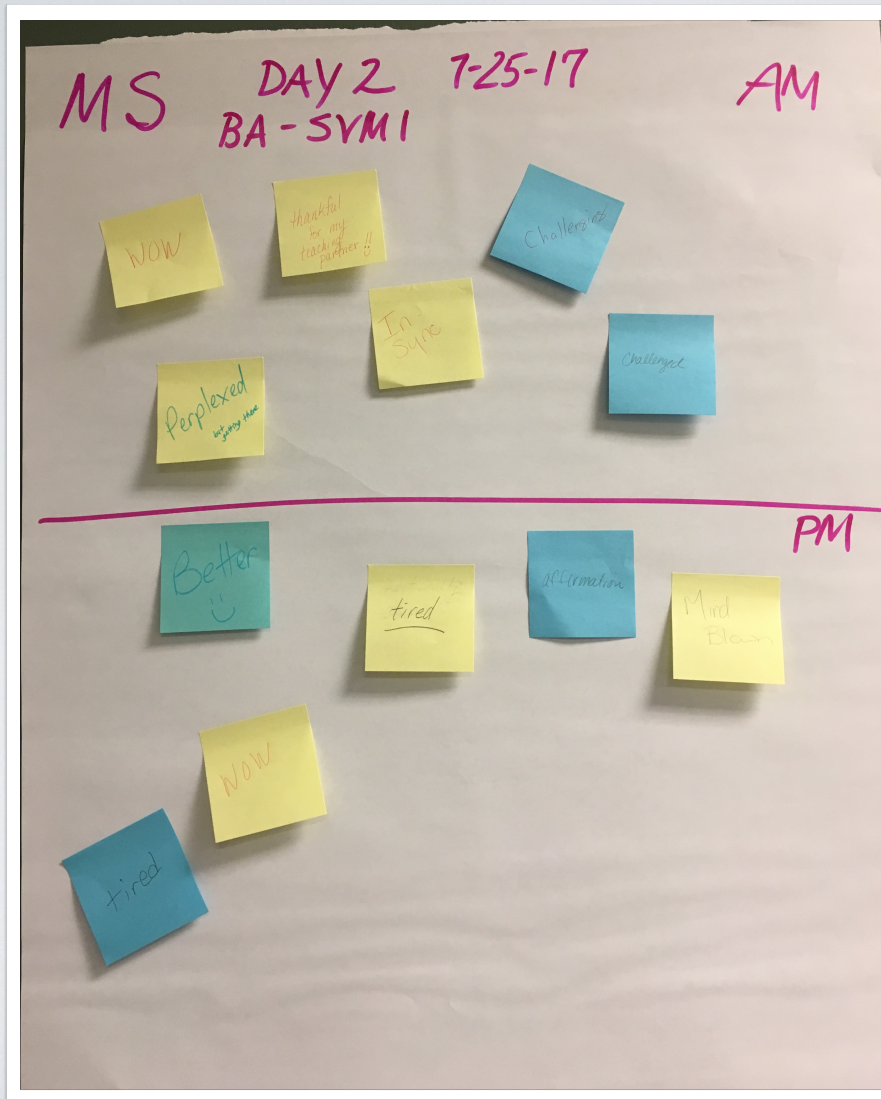
MULTI-DAY, MULTI-SITE PROFESSIONAL DEVELOPMENT

STEM Cohort 1



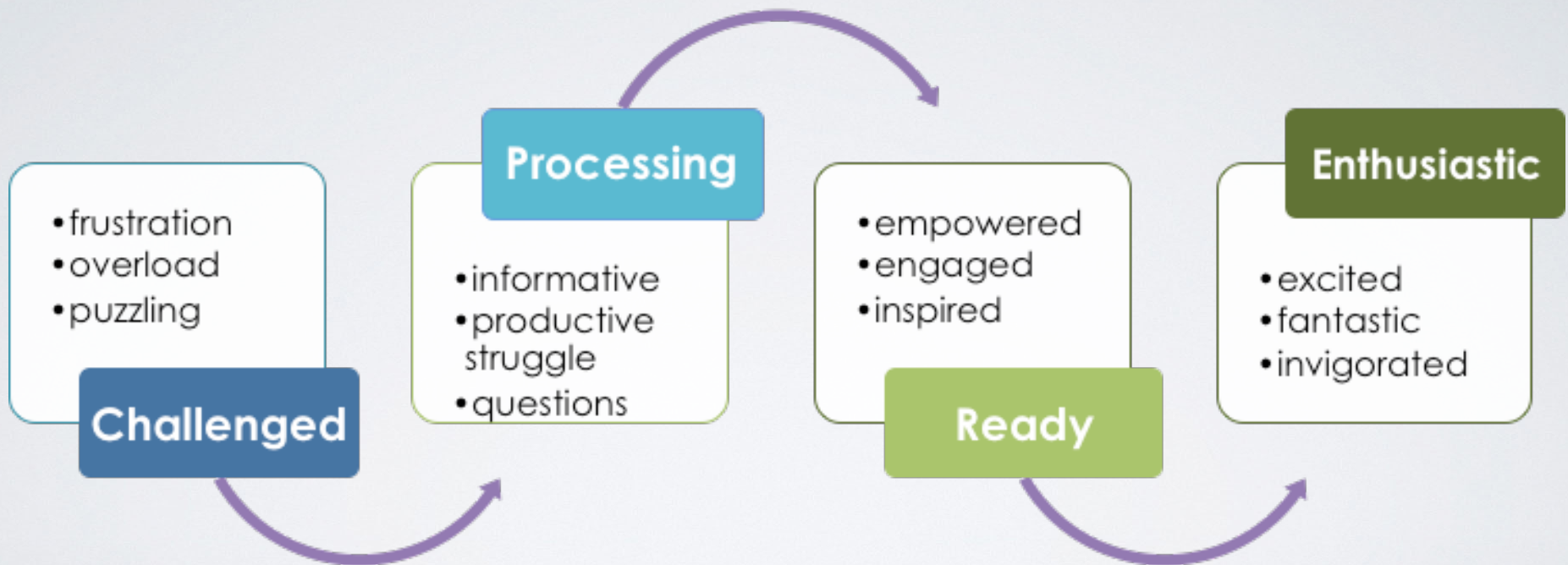
IT WORKED!

- Took longer to produce - had to recode all of the participants' exit words
- Easy to understand
- Meaningful conversations about how the trainers wanted participants to feel & what needed to change
- Helped identify strengths by trainer, then that trainer could share successful techniques with others

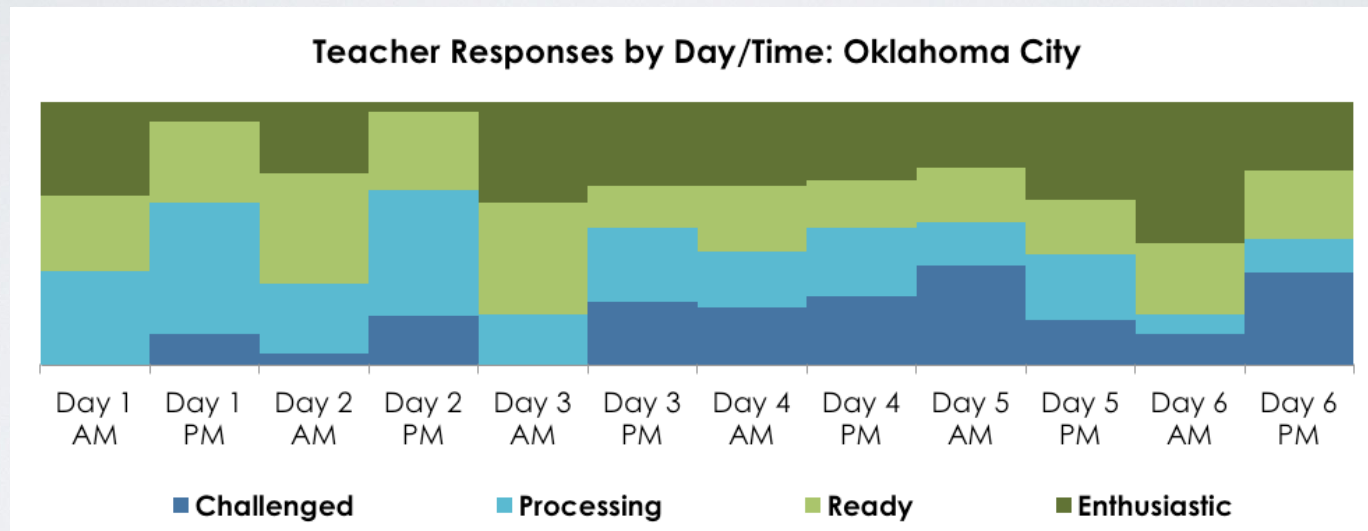


**ANOTHER
EXAMPLE**

CODING EXPLANATION



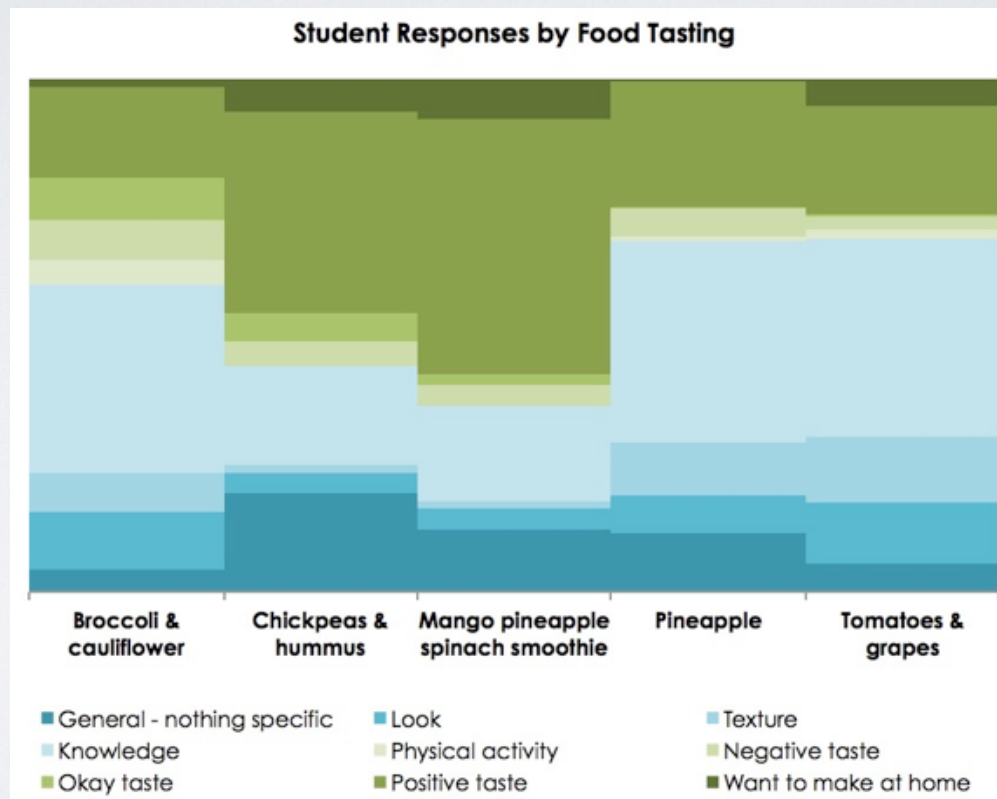
COLOR SCRIPTS



YOUNGER AUDIENCES

**What's one thing you learned
today that you'd like to share with
your family?**

CONTENT-BASED LESSONS



RESULTS

- Had to recode all of the participants' exit words - no preconceived categories when starting the recoding
- Easy to understand
- Examine differences in impact on knowledge and behavior based on
 - Lesson content
 - Order of lessons delivered
 - Grade level
 - Nutrition educator (instructor)

HOW DO I COLOR SCRIPT?

(SEE SEPARATE ATTACHMENT)

Download this presentation:

Go to the Information tab, then click on Presentations

Check out other resources at iEval's web site:

Carpe Diem: Make Your Evaluations Useful (blog on evaluation use)

Eva the Evaluator video

Downloadable presentations on Free Evaluation Tools, Making Evaluation Useful,
Involving Community Members in Research, & others

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