The Michigan School Program Information Project

The BOND Framework: A practical application of design and communication theories to advance dissemination and implementation research

Researchers do not have a simple theoretical framework for designing effective reports

The BOND framework integrates design, data visualization, and communication theories into four strategies for effective reporting

**Problem**

- **Branding (B)**: Building and presenting the identity of the research project and the findings
  - Use color schemes, graphic elements, value statements, etc. in early correspondences, data collection tools, and informational materials
  - The MiSPI project uses consistent branding throughout our website, data reports, promotional materials, and more!

**Objective (O)**: Thinking beyond the communication of the findings to the desired actionable responses
  - Use actionable questions like "what needs to happen as a result of the report?" to guide objective setting
  - MiSPI researchers identify objectives to integrate into reports like making sure school administrators (a) know how they get information, or (b) know how to respond to the reports

**Narrative (N)**: Synthesizing and translating compelling stories from the findings
  - Use maps, storyboards, diagrams, etc. to organize themes and assign data points to each theme; connect the themes into a full story
  - MiSPI researchers use storyboarding to take randomly arranged important data points and craft coherent narratives (a).

**Design (D)**: Simplifying complex information into a manageable and intelligible product
  - Minimize design elements and use every graphic on the page with purpose; for segmenting, grouping, or guiding the eye
  - MiSPI researchers often use color to carry themes throughout complex reports
    - As seen here, the green, blue, and purple carry storylines from the front of the report to the back by offering readers a simple visual color cue

**Definitions**

- The Michigan School Program Information Project

**Strategies**

- **Brand (B)**
  - Building and presenting the identity of the research project and the findings
- **Objective (O)**
  - Thinking beyond the communication of the findings to the desired actionable responses
- **Narrative (N)**
  - Synthesizing and translating compelling stories from the findings
- **Design (D)**
  - Simplifying complex information into a manageable and intelligible product

**MiSPI Examples**

- The MiSPI project uses consistent branding throughout our website, data reports, promotional materials, and more!
  - MiSPI researchers identify objectives to integrate into reports like making sure school administrators (a) know how they get information, or (b) know how to respond to the reports
  - MiSPI researchers use storyboarding to take randomly arranged important data points and craft coherent narratives (a).

**Central Message**

- The MiSPI project uses consistent branding throughout our website, data reports, promotional materials, and more!

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*Disclaimer: The information and graphics in this diagram are subject to change as the MiSPI project evolves.*