Planning a Program Evaluation: Worksheet

Steps in Program Evaluation

1. Engage stakeholders

2. Focus
   - Describe program-logic model
   - Define purpose
   - Determine use/users
   - Determine key questions
   - Select indicators
   - Determine design

3. Collect data
   - Identify sources
   - Select method(s)
   - Pilot test
   - Set schedule
   - Determine sample

4. Analyze & interpret
   - Process data
   - Analyze
   - Interpret data
   - What did you learn?
   - What are the limitations?

5. Use
   - Share findings and lessons learned
   - Use in decision making
   - Determine next steps

Standards of evaluation:
- Utility
- Feasibility
- Propriety
- Accuracy
Engage Stakeholders

Who should be involved?

How might they be engaged?

Focus the Evaluation

What are you going to evaluate? Describe program (logic model).

What is the purpose of the evaluation?

Who will use the evaluation? How will they use it?

<table>
<thead>
<tr>
<th>Who/users</th>
<th>How will they use the information?</th>
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What questions will the evaluation seek to answer?

What information do you need to answer the questions?

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<tr>
<th>What I wish to know</th>
<th>Indicators – How will I know it?</th>
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When is the evaluation needed?

What evaluation design will you use?
Collect the information

What sources of information will you use?

Existing information: ________________________________
People: _________________________________________
Pictorial records and observations: _______________________________________

What data collection method(s) will you use?

☐ Survey
☐ Interview
☐ Observation
☐ Group techniques
☐ Case study
☐ Tests
☐ Photos, videos
☐ Document review
☐ Testimonials
☐ Expert panel
☐ Simulated problems or situations
☐ Journal, log, diary
☐ Unobtrusive measures
☐ Other (list) ________________________________

Instrumentation: What is needed to record the information?
___________________________________________________________________________________

When will you collect data for each method you’ve chosen?

<table>
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<tr>
<th>Method</th>
<th>Before program</th>
<th>During program</th>
<th>Immediately after</th>
<th>Later</th>
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Will a sample be used? ________________________________

☐ No
☐ Yes ☐ If yes, describe the procedure you will use.

Pilot testing: when, where, how?
___________________________________________________________________________________
Analyze and Interpret

How will the data be analyzed?

Data analysis methods: ________________________________________________________________
Who responsible: _____________________________________________________________________

How will the information be interpreted—by whom?
___________________________________________________________________________________
___________________________________________________________________________________

What did you learn? What are the limitations?
___________________________________________________________________________________
___________________________________________________________________________________

Use the Information

How will the evaluation be communicated and shared?

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<th>To whom</th>
<th>When/where/how to present</th>
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Next steps? ______________________________________________________________

Manage the evaluation

- Human subject’s protection
- Management chart
- Timeline
- Responsibilities
- Budget

Standards

- Utility
- Feasibility
- Propriety
- Accuracy