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)
   - Set schedule
   - Pilot test
   - Collect data

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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<thead>
<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>
<thead>
<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?

<table>
<thead>
<tr>
<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