G3658-1W
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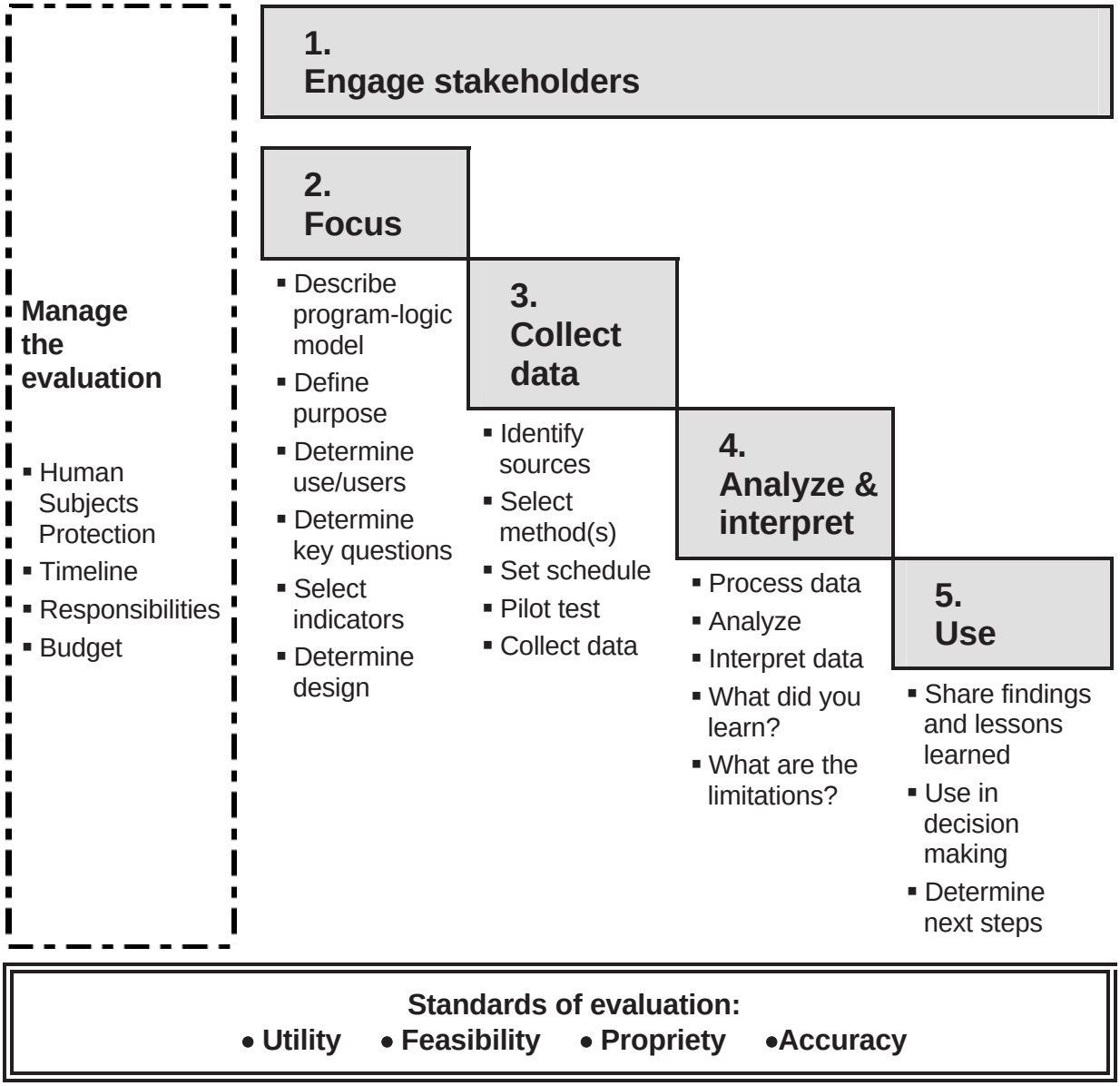
Planning a Program Evaluation: Worksheet

Steps in Program Evaluation



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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?

Who/users	How will they use the information?

What questions will the evaluation seek to answer?

_____

_____

_____

What information do you need to answer the questions?

What I wish to know	Indicators – How will I know it?

When is the evaluation needed?

_____

What evaluation design will you use?

_____

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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?

Method	Before program	During program	Immediately after	Later

Will a sample be used? _____

No ☐

Yes ☐ If yes, describe the procedure you will use.

_____

Pilot testing: when, where, how?

_____

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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?

To whom	When/where/how to present

Next steps? _____

Manage the evaluation

- ❑ Human subject's protection
- ❑ Management chart
- ❑ Timeline
- ❑ Responsibilities
- ❑ Budget

Standards

- ❑ Utility
- ❑ Feasibility
- ❑ Propriety
- ❑ Accuracy

Authors: Taylor-Powell, E.; Steele, S.; and Douglah, M.

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