Evaluation Design and Implementation

1. Define the purpose and users of your evaluation and consider what you need from the evaluation. This requires you to determine the components of the logic model that need to be evaluated and to determine the target population. Use the logic model to determine the program goals, activities, and potential outcomes of the program. Identify who will use the evaluation results and how those results will be used.

2. Formulate evaluation questions to identify the most important questions you want to answer. Use the logic model to narrow down the list of questions you want to answer. Focus on questions that will highlight connections between program activities and outcomes. Develop around 4-6 evaluation questions during this process.

3. Design the evaluation and prepare an outline defining the specific activities the evaluation will implement. You should consider a description of what you are going to evaluate, the questions that will be addressed, the components of the logic model you have chosen to evaluate, and procedures for managing and monitoring the evaluation. In addition, you will want to define reporting requirements and the dissemination plan, along with any potential limitations you may come across. Keep in mind that the evaluation design is a plan of how you will conduct the evaluation. It is important to select the appropriate design (i.e., methods of collection, timing, and sample sizes) and you should revise the evaluation plan as needed.

4. Implement the plan while developing evaluation protocols (i.e., surveys and interviews), and engaged in specific evaluation activities to collect and analyze data as set out in the evaluation plan.

5. Support use of the evaluation results and demonstrate accountability and programmatic impacts by making your evaluation reports and results accessible, communicating results to an audience in a variety of formats, and archiving the evaluation reports and data. In addition, you should continually engage stakeholders and identify specific courses of action as needed.
# Evaluation Design and Implementation Checklist

A guide to developing a thorough and focused evaluation design and implementation plan

## Define the Purpose and Users of Your Evaluation

Consider what you need from the evaluation:

- Determine the components of the logic model that need to be evaluated
- Determine the target population
- Looking at the logic model determine the program goals, activities, and potential outcomes
- Identify who will use the evaluation results, and how the results will be used

## Formulate Evaluation Questions

Identify the most important questions you want to answer:

- Looking at the logic model, narrow down the list of questions you may want to answer.
- Focus on questions that will highlight connections between program activities and outcomes.
- Develop a maximum of 4-6 evaluation questions

## Design the Evaluation

Prepare an outline defining the specific activities the evaluation will implement that considers:

- A description of what you are going to evaluate
- The questions to be addressed in the evaluation
- The components of your logic model you have chosen to evaluate
- Procedures for managing and monitoring the evaluation
- Reporting requirements and the dissemination plan
- Potential limitations (e.g., limitations of methods, data sources, potential bias, etc.)

## Implement the Plan

Evaluate:

- Develop evaluation protocols (e.g., surveys, interview questions, focus group questions or activities)
- Engage in specific evaluation activities to collect and analyze data as set out in the evaluation plan.

## Support Use of the Evaluation Results

Demonstrate accountability and programmatic impacts by:

- Making your evaluation reports/results accessible
- Communicating results to a broad audience in a variety of formats
- Archiving the evaluation report and data, if appropriate
- Engaging stakeholders
- Identifying specific courses of action if needed

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**Keep in mind:**

- The evaluation design is a plan of how you will conduct the evaluation.
- Select the appropriate design (i.e., methods of data collection, sample sizes, timing of data collection) making sure the design fits the evaluation questions.
- Revise the evaluation plan as needed, and document all changes.

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