

## Evaluation Action Plan

Name of signature program: \_\_\_\_\_

Briefly describe the program:

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### A. Defining the objectives of the program

A1. What is the purpose of the evaluation? List the objective(s) of the program. At the end of the day, what do you need to know and what do you want to show?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

A2. Who is the target audience(s)?

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A3. Is there anything you need to take into consideration when designing the evaluation for the target audience(s) (i.e., age, education, income, language and cultural barriers)?

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A4. What is your primary delivery method(s) (e.g., in-person, telephone, Internet)?

- In-person – group education
- In-person – one-on-one education
- Telephone – group education
- Telephone – one-on-one education
- Internet
- Educational materials
- Mass media (e.g., radio, television)
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

A5. Who will use the evaluation? How will they use it?

<i>Who/users</i>	<i>How will they use information?</i>

## **B. Selecting appropriate methods for data collection**

B1. What evaluation method(s) will you use to collect impact data? (Check all that apply)

- Post-test only evaluation
- Retrospective pre-test
- Pre and post-test evaluation
- Follow-up survey
- Stages-to-change evaluation
- Focus groups
- Interviews
- Case studies
- Observations
- Stories/anecdotal evidence
- Tests of ability
- Other: \_\_\_\_\_



B2. What general types of questions will the evaluation seek to answer? List three to five topics or questions that represent what you really want to know about the program.

*I would really like to know....*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

B3. What types of indicators will you use to show program impact? (Check all that apply)

- Changes in satisfaction levels
- Changes in knowledge
- Changes in skills and confidence levels
- Changes in attitudes
- Changes in aspirations
- Anticipated or intended changes in behavior
- Actual changes in behavior
- Socio-economic changes
- Other: \_\_\_\_\_

B4. For each category below, list three or four specific indicators that you will use to measure program impact.

*Knowledge:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

*Skills and Confidence Levels:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



*Anticipated and Actual Changes in Behavior:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### **C. Identifying and overcoming evaluation challenges**

C1. What are your 3 biggest challenges to implementing a successful evaluation?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

C2. What steps can you take to overcome these challenges?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

C3. What are your available resources? Include both financial and non-financial resources.

*Time:*

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*Money:*

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Staff:

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Evaluation resources and expertise:

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C4. Are there others who can help you? List partners, stakeholders, funders, volunteers, and other professionals. Also, list their available resources.

<i>Who are your partners, funders, stakeholders, etc.?</i>	<i>What available resources can they provide (financial and non-financial)?</i>

C5. Given all of your constraints, briefly describe the type of evaluation that you think you can realistically implement.

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## D. Evaluation timeline

What is your timeline for completing the evaluation?

<i>Date (Month / Year)</i>	<i>Key evaluation activities to be completed</i>



## E. Analyzing and disseminating the findings

E1. How will the data be analyzed (i.e., who will analyze it, what methods will be used, and how will the information be interpreted)?

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E2. What do you hope to learn from the findings? What are the potential impacts?

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E3. Based on what you hope to learn from your evaluation, write a potential impact statement.

*As a result of participating in the program.....*

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E4. How will you use the findings for program improvement and internal reporting?

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E5. How will the evaluation findings be communicated and shared with others?

<i>Who will you share the findings with?</i>	<i>How/where will the findings be presented?</i>