

### Evaluation Purpose

What is the purpose of the evaluation? What will be done with the evaluation? Are any changes expected based on this evaluation? If so, by whom?

### Identify Stakeholders

Take some time to brainstorm who your stakeholders are before you create your evaluation plan. Each type of stakeholder will have a different perspective on your policy or program as well as what they want to learn from the evaluation. You can group stakeholders in any or all of the four main categories, depending on your specific policy or program.

#### Implementer Stakeholders

Involved in making the policy or program happen

What might they want to learn from the evaluation?

What is the best way to communicate with this stakeholder group?  
What level of detail do they need (low, medium, high)?

**Partner Stakeholders**

Actively support the policy or program

What might they want to learn from the evaluation?

What is the best way to communicate with this stakeholder group?

**Partner Stakeholders**

Served or affected by the policy or program

What might they want to learn from the evaluation?

What is the best way to communicate with this stakeholder group?

**Decision Maker Stakeholders**

In a position to do or decide something about the policy/program

What might they want to learn from the evaluation?

What is the best way to communicate with this stakeholder group?

## Evaluation Question & Data Source Identification

Based on the goals or objectives you determine to be most important to evaluate, what evaluation questions do you want to answer?

Objective #1

Evaluation  
Question(s)

Indicators

Data Sources

Lead

Timeframe

Reporting  
Frequency

Objective #2

Evaluation  
Question(s)

Indicators

Data Sources

Lead

Timeframe

Reporting  
Frequency

Objective #3

Evaluation  
Question(s)

Indicators

Data Sources

Lead

Timeframe

Reporting  
Frequency

Objective #4

Evaluation  
Question(s)

Indicators

Data Sources

Lead

Timeframe

Reporting  
Frequency

Objective #5

Evaluation  
Question(s)

Indicators

Data Sources

Lead

Timeframe

Reporting  
Frequency

## Collecting, Analyzing, and Interpreting Evaluation Findings

Evaluation data often must first be organized, tabulated, analyzed and interpreted before it can be useful. Look at your list of data sources above and decide how you will use the data gathered to answer your evaluation questions. For example, will survey data be tabulated by hand or with a computer? Will any statistical techniques be used? How will narrative data be analyzed?

### Data Source

### Data Collection Plan

### Data Analysis Plan

### Data Interpretation Plan

## Timeline & Work Plan

Using the information above, make a timeline and work plan with key points in the evaluation and deliverables for each activity with a due date.