

Planning Your Evaluation

Monitoring and evaluation are critical components of program design to help you determine if a program is effective. This worksheet helps you do just that. Start the plan for your evaluation by making your way through the 8 steps below.

Step 1: What are you evaluating?

- Program outputs and outcomes
- Method/curriculum effectiveness



Step 2: Why are you conducting this evaluation?

- Build trust among stakeholders → consider a baseline
- A grant/funder requires it → consider a pre and post- test
- You want to know how effective your program is (with no comparison group)
↪ consider a pre/post- test
- You want to compare programs, methods, or curricula
↪ consider a series of baselines
- You want to know if you are on track to hit your program milestones/ ensure organizational accountability
↪ consider a pre/post- test

Step 3: Who is conducting the evaluation?

- Community
 - Use to increase stakeholder involvement/trust
- Organization Staff
 - Use to ensure organizational accountability
- Consultant
 - Use when a grant/large funder told you to
 - ⊗ Higher cost
- Hybrid
 - Best option for all evaluations; use whenever possible.
 - ⊗ A mix of two or more of the above



Step 4: What type of evaluation should you conduct?

- Process/Implementation
 - ⊗ Answers the question: *have program activities been implemented as intended?*
- Baseline
 - ⊗ Answers the question: *what is the situation now?*
- Pre/post-test
 - ⊗ Answers the question: *what is the difference in the community/population before and after your intervention/program?*
 - ⊗ Your pre-test acts as your baseline.
- Retrospective
 - ⊗ Asks participants to compare the situation before and after your intervention.
 - ⊗ This is a weaker evaluation than the pre/post-test method.

GIRLS IN THE LEAD | EVALUATION BREAKDOWN

Step 5: What type of evaluation method should you use?

- Qualitative: evaluates the quality of programs
- Quantitative: evaluates the quantity of programs
- Mixed methods: has both qualitative and quantitative components
 - Recommended for all types of evaluations



Step 6: What type of indicators will you be using?

1. Do validated indicators/measurements already exist for your evaluation?

YES



For your evaluation, is it possible to change the existing indicators/measurements to fit your populations?

YES



Use the validated measures & supplement with additional indicators/measurements to fit all your evaluation goals.

NO



Adapt the validated measures to fit what success would be for your population.

NO



Make your own indicators/measurements based on what your organization and population defines as success.



Step 7: How will you collect data/what tools will you use?

Collecting from individuals

Examples:

- Surveys/questionnaires
- Journals
- Interviews
- Photovoice



Collecting from groups

Examples:

- Focus groups
- Community-based methods (system dynamics, PRA)

Collecting already existing data

Examples:

- Internal records
- Community-based methods (system dynamics, PRA)

Observation:

Examples:

- Participant observation
- Photography or video recording



Now, put your evaluation plan together by answering the following questions:

Step 8: What is your evaluation big picture?

1) **What will a successful evaluation look like?** (Use the answer to STEP 2 if you need help to define what specifically are you trying to learn.)

2) **What will successful outcomes of the evaluation look like/what are you trying to prove or learn?** (Use your outcome objectives from Module 3 to help you to define program success).

3) **How does this evaluation fit into your program budget?**

4) **How are you going to use the data you collect in the evaluation?**



Next Steps:

- Make an action plan for your evaluation! Check out **Module 3**.
- Complete your evaluation!
- Visualize your results! Check out **Module 5**.