

It's Not the Plan, it's the Planning: Strategies for Evaluation Plans and Planning

Facilitator:

Sheila B. Robinson, Ed. D., Custom Professional Learning, LLC



sbr@sheilabrobinson.com



<https://twitter.com/SheilaBRobinson> (@SheilaBRobinson)



<http://sheilabrobinson.com/>

Participant Materials:

Evaluation Planning Question #1	p. 2
Evaluation Planning Question #2	p. 2
Evaluation Planning Question #3	p. 2
Describing the Program Worksheet	p. 3
Evaluability Assessment Worksheet	p. 4
Stakeholders Worksheet	p. 5
Developing Evaluation Questions Worksheet	p. 6

Questions adapted from *Program Evaluation: Alternative Approaches and Practical Guidelines* (Fitzpatrick, et al.).



Evaluation Planning Question #1:

Suppose you received a telephone call from a potential client asking if you would do an evaluation. What are some of the first questions you would ask? (Fitzpatrick, et al., p. 173)



Evaluation Planning Question #2:

What are some activities or functions common to all evaluations that must be considered in planning any evaluation study? What should be specified in an evaluation plan? (Fitzpatrick, et al., p. 260)

Evaluation Plan "Ingredients." What might you include in the mix?



Evaluation Planning Question #3:

What should the evaluator consider in analyzing the political context in which an evaluation will occur? What impact would political considerations have on the conduct of the study? (Fitzpatrick, et al., p. 199).



Program Description - Describing the program:

- What is the problem the program is supposed to address?
- What are the causes and consequences of this problem?
- What is the magnitude of this problem?
- What other factors impact the problem?
- What are the program goals or objectives?
- *Who is the target population (i.e. recipients, participants, clients) to be directly benefited by the program?*
- *What is the program's structure, content, activities and other characteristics?*
- *What strategies are employed to implement the program?*
- *What is the operating context of the program (i.e. political, economic, social, etc.)?*



Evaluability assessment:

	YES	NO	UNSURE / INCOMPLETE	CONTACT PERSON
Program Goals clearly defined and appropriate				
Program Theory clearly articulated				
Information needs (from evaluation) clearly defined				
(Feasible) Performance measures identified				
Evaluator has observed program being implemented				
Various evaluation approaches have been discussed / explored				
Primary Intended Users have agreed on how evaluation results will be used				

Notes on evaluability of program:



Interested parties / Intended users (of evaluation results):

Who are they?

- Program Staff, Leadership:
- Program Participants, Clients, Members of the specific population served by the program:
- Funders, Grantees:
- Donors, Contributors:
- Volunteers:
- Community Members:
- Politicians, Lawmakers:
- Others from other programs or similar organizations
- Others:

How can we effectively engage stakeholders?



Developing Evaluation Questions:

- Whose information needs are going to be considered?
- What are the information needs?
- What do you need to know about the program for the purpose of the evaluation?
- What do you (or others) need to know in order to make necessary decisions about the program?

Potential Evaluation questions:

1.

2.

3.