

# Evaluation Plan Template

**Title of Evaluation Plan**

**Organization Name**

**Program Name**

Version and Date

## 1. Description of the program

### ***1.1 Long-term goal of the CBE program (5+ years)***

- The goal statement should be concise and clear, specific to the program and not to the larger organization
- Convey the "big picture" motivation for the program

### ***1.2 Program description***

- Main program activities and the expected results of each activity with regard to student knowledge, attitudes, and behavior
- Information about participants – students, faculty, clinicians, community representatives, etc.
- Basic information about program logistics (how is it actually implemented)
- Community context of the program
- History of the program (brief)

## 2. Evaluation purpose and questions

### ***2.1 Evaluation purpose statement***

- Short description of your evaluation effort that describes what is, and is not, being evaluated
- Describes the goal and purpose of the evaluation

### ***2.2 Evaluation questions***

- List the questions you will ask in your evaluation below. The number of questions you ask should be considered carefully, as it effects:

- The cost of your evaluation
- The time involvement
- The personnel involvement
- For each question, consider the following:
  - How clear is the question?
  - How feasible it is to answer the question?
  - What sort of claims would be possible if the evaluation yielded favorable evidence for the question?
  - How well is the question aligned with the program's lifecycle stage?

**Questions:**

- 1) Question 1
- 2) Question 2
- 3) Question 3
- 4) (etc.)

### **3. Measurement and measures**

- Describe the type of measure you will use for each of the above questions. For instance:
  - Written survey
  - Observational Checklist
  - Structured interview
  - Numerical data point (i.e., attendance number)

**Questions:**

- 1) Type of measure for question 1
- 2) Type of measure for question 2
- 3) Type of measure for question 3
- 4) (etc.)

### **4. Sampling plan**

- Describe the sample you will use for each of the above questions.
  - Composition
  - Size
  - How you would recruit the sample?

**Questions:**

- 1) Sample to measure for question 1
- 2) Sample to measure for question 2
- 3) Sample to measure for question 3

4) (etc.)

## **5. Evaluation design**

- Lay out the sequence and timing of each observation (when measures will be/are implemented)
- State the design type for each observation (e.g., post only, pre/post, pre/post with comparison group, etc.)

### **Questions:**

- 1) Sequence, timing and design for question 1
- 2) Sequence, timing and design for question 2
- 3) Sequence, timing and design for question 3
- 4) (etc.)

## **6. Data Management and analysis plan**

- How will each part of the measurement data be:
  - Collected and stored
  - Coded/input
  - Analyzed to obtain credible answers to each evaluation question

### **Questions:**

- 1) Handling and analysis of question 1 data
- 2) Handling and analysis of question 2 data
- 3) Handling and analysis of question 3 data
- 4) (etc.)

## **7. Evaluation reporting plan**

- In what format will the results of each question be shared internally and externally?
- When and how often will each of the questions be shared internally and externally?

## **8. Implementation plan and schedule**

- State timeline for each question activity in calendar time (rather than relative terms). It will serve as a work planning calendar for each of the above measures/question evaluations.
- Include all of the following information to allow you to judge feasibility and to consider resource allocation. You may wish to use the calendar format on the next page.

- Start dates for each question's measurement effort
- Start and end dates for identifying the sample
- Start and end dates for recruiting the sample
- Start and end dates for collecting data
- End dates for analysis of the data for each measurement
- Date by which data will be formatted for sharing
- Date(s) for sharing of results from each question internally
- Date(s) for sharing of results from each question externally

