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
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:
     o Collected and stored
     o Coded/input
     o 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
<table>
<thead>
<tr>
<th>Question Number</th>
<th>Measurement</th>
<th>Date to start this measurement activity</th>
<th>Date by which to identify sample</th>
<th>Date by which all participants will be recruited</th>
<th>Date by which the needed tool (survey, checklist, etc.) is complete</th>
<th>Date to begin collecting data</th>
<th>Date to complete collecting data</th>
<th>Date by which all data will be entered</th>
<th>Date to complete analyzing data</th>
<th>Date to complete report</th>
<th>Date(s) to report findings</th>
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