

AEA/CDC Summer Evaluation Institute (second handout)

Offering 53: Six Steps to a Good Evaluation Plan

Description: A good evaluation requires a detailed evaluation plan. A strong evaluation plan should:

- Lay out a cohesive approach to conducting the evaluation and using the results
- Guide the evaluation by explaining what the activities are, when the activities should occur, how they will be accomplished, and who is responsible for completing them
- Document the process for all stakeholders
- Ensure implementation of the evaluation

This course will walk participants through a step-by-step approach to developing and writing an evaluation plan which will guide the evaluation 's implementation and assure the standards of utility, feasibility, propriety and accuracy are met.

Audience: Attendees working in any context.

Maureen Wilce and **Kai Young, MPH** work in the Division of TB Elimination (DTBE), CDC, where, among other duties, they lead the TB Evaluation Working Group, which produced “A Guide to Developing a TB Program Evaluation Plan” on which this session is based. Maureen is team lead of the Program Evaluation Team. Prior to joining CDC, Maureen worked as an evaluator for a private consulting firm and for other government agencies. She is a skilled evaluator with experience in survey instrument design, data collection and analysis, site visiting, and database manipulation. Kai is a program evaluation specialist. She currently leads the development and implementation of the National Tuberculosis Indicators Project, a monitoring system for tracking TB program progress toward objectives and prioritizing evaluation efforts. She is also past-president of the Atlanta-area Evaluation Association.

Offered (Two Rotations of the Same Content - Do not register for both):

- Monday, June 23, 2:30 – 4:00 PM
- Tuesday, June 24, 2:30 – 4:00 PM

Evaluation Plan Template



This **template** was developed by Division of Tuberculosis Elimination, Centers for Disease Control and Prevention, as guidance to TB programs in developing a comprehensive program evaluation plan. Other programs can use this template as a reference for planning evaluations and developing a comprehensive plan. Detailed instructions for this template can be found at http://www.cdc.gov/tb/Program_Evaluation/default.htm. Questions, please contact Kai Young at deq0@cdc.gov

{Program Name}

Evaluation Plan for *{Years covered}*

Prepared by:

{Names}
{Affiliation}

{Date}

INTRODUCTION

Evaluation Goal

*What does this evaluation strive to achieve?
What is the purpose and use of this evaluation?*

Evaluation Team

Lead Evaluator
Team Members
Evaluation Advisory Group (optional)

Table 1. Roles and Responsibilities of the Evaluation Team Members		
Individual	Title or Role	Responsibilities

I. STAKEHOLDER ASSESSMENT

*Who are the stakeholders for the TB program?
What role do they have in the evaluation?
How do you plan to engage the stakeholders (i.e., conduit for coalition, advisory board, project teams)?*

Table 2. Stakeholder Assessment and Engagement Plan			
Stakeholder Category	Interest or Perspective	Role in the Evaluation	How and When to Engage

II. BACKGROUND AND DESCRIPTION OF THE TB PROGRAM AND PROGRAM LOGIC MODEL

Need

Why is the program needed (i.e., magnitude, cause(s) and trends of the TB problem)?

Context

What context is the program operating under (i.e., environmental factors that may affect the initiative)?

Target Population

Who is the target population of this TB program?

Objectives

What are the program’s objectives (SMART objectives)?

Stage of Program Development

What stage of development is the TB program currently in (i.e., planning, implementation, mature phase of the program)?

Resources/Inputs

What resources are available to the program in terms of staff, money, space, time, partnerships, etc.?

Activities

What activities are being undertaken (or planned) to achieve the outcomes?

Outputs

What products (i.e., materials, units of services delivered) are produced by your staff from the activities?

Outcomes

What are the program’s intended outcomes (intended outcomes are short-term, mid-term, or long-term)?

Table 3. Program Description					
Resources	Activities		Outputs	Outcomes	
	Initial	Subsequent		Short-/Mid-term	Long-term

Logic Model

Provide a logic model of your program.

III. FOCUS OF THE EVALUATION

Stakeholder Needs

*Who will use the evaluation findings?
How will the findings be used?
What do they need to learn from the evaluation?*

Evaluation Questions

*What are your evaluation questions (include process driven or outcome driven evaluation questions)?
What do you want to learn from the evaluation?*

Evaluation Design

Longitudinal data, points of comparison, multiple data sources, mixed methods

Resource Considerations

What resources are available to conduct the evaluation?

What data are you already collecting?

Evaluation Standards

How will you address the standards for effective evaluation - utility, feasibility, propriety, and accuracy?

IV. GATHERING CREDIBLE EVIDENCE: DATA COLLECTION

Indicators

How will you measure success?

What are some of the measurable or observable elements that can tell you about your program and its effects?

Table 4. Indicators and Program Benchmark for Evaluation Questions		
Evaluation Question	Process and Outcome Indicators	Program Benchmark
1.		
2.		

Data Collection

What methods will you use to collect the data?

Where is the data?

How often will it be collected?

Who is responsible for collecting the data?

How will you manage and store the data?

Table 5. Data Collection Plan				
Indicator	Data Sources	Collection		
		Who	When	How

Plan Timeline

When will evaluation activities occur?

Table 6. Illustrative Timeline for Evaluation Activities				
Evaluation Activities	Timing of Activities for {Year}			
	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr

V. JUSTIFYING CONCLUSIONS: ANALYSIS AND INTERPRETATION

Analysis

What method will you use to analyze your data (quantitative or qualitative techniques)?

Table 7. Analysis Plan	
Data Analysis Technique	Responsible Person

Interpretation

*Who will you involve in drawing, interpreting and justifying conclusions?
What are you plans to involve them in this process?*

VI. ENSURING USE AND SHARING LESSONS LEARNED: REPORT & DISSEMINATION

Dissemination

*Who is your audience?
What medium do you plan to use to disseminate the evaluation findings to your audience?*

Table 8. Dissemination Plan		
Yes ✓	Dissemination Medium	Responsible Person

Use

*What are your plans for using evaluation findings?
How, where, and when will the findings be used?
Who will implement these findings?
How will you monitor your implementation plan?*

APPENDICES