Evaluation Plan for PROGRAM/INITIATIVE
Prepared for TEAM/PERSON, DATE 20XX

Overview of PROGRAM/INITIATIVE

What program or initiative is the target of the evaluation?

When is this program or initiative starting, and how long will it last?

What does the program or initiative entail?

Who is involved in implementing the program or initiative?

What other information is relevant to the program or initiative?

Evaluation design

Describe why the evaluation is being conducted. State who will be conducting the evaluation, and high level goals.

Process evaluation

Provide a description of what a process evaluation entails if recipient of the plan is unfamiliar with evaluation terminology.

Provide high level overview of why this is needed in the current evaluation effort and it will achieve. Describe the design of the process evaluation.

Outcomes evaluation

Provide a description of what a process evaluation entails if recipient of the plan is unfamiliar with evaluation terminology.

Provide an overview of the outcomes being measured by the evaluation.

Describe the design of the evaluation. Does it involve a randomized trial, quasi-experimental groups, or another type of design? Include plain language descriptions of the design if the recipient of the plan is unfamiliar with research methodology. Provide a high-level overview of what data will be used to conduct the outcome evaluation.

Evaluation questions

Process Evaluation Questions

- List the questions that the process evaluation seeks to answer.

Outcome Evaluation Questions:

- List the questions that the outcome evaluation seeks to answer.

Data sources and data collection activities

Consider your research questions and determine what data collection activities will need to occur to answer them. Generate a table with each individual data source, including quantitative and qualitative data (e.g., administrative data, survey data, external data exports, interviews, focus groups, etc).

Data	Source	Date	Notes
What data are being collected?	What is the source of the data?	When will the data be collected or accessed	Is this data relevant to a specific aspect of the evaluation (process, outcome, a specific research question)? Are there any other special aspects of this data source that need to be noted, such as recipients of a survey, MOUs needed to gather data, or other considerations?

Deliverables

Consider the ways that it would be most effective to share your evaluation findings with the relevant parties, including stakeholders. Include any items which you may be obligated to complete (e.g., annual performance report, final report) if necessary. Propose providing deliverables that are tailored to the audience, including presentations/webinars, infographics, reports and briefs, posters, etc.

Deliverable	Date	Notes
What type of deliverable is this? (e.g., report, infographic, etc)	When will you provide this?	What is included in this deliverable? Will it be provided while the evaluation is ongoing or when it is complete? What data sources will be included in the deliverable and what research questions will it address? Who is the target audience?