



8 Steps in Planning an Evaluation Strategy

for your program

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|--|--|--------------------|
| <input type="checkbox"/> 1 After reviewing criteria, WHAT program will you evaluate and why? (see Tipsheet #45) | | |
| <input type="checkbox"/> 2 Which stakeholders will you contact to find out WHAT they want to know about the program? | | |
| <input type="checkbox"/> 3 WHAT will you evaluate? IMPACTS (initial/long-range objectives); BARRIERS ; TARGET AUDIENCE PARTICIPATION (good for future marketing); or DELIVERY METHODS (activities/volunteer commitment) [Review logic model] | | What to evaluate |
| <input type="checkbox"/> 4 So Extension can claim credit : <ul style="list-style-type: none"> <input type="checkbox"/> HOW often/when will you measure? <input type="checkbox"/> HOW will you collect baseline data? (See Tipsheet #75) <input type="checkbox"/> HOW will you take into consideration other influences on the impact of the program? <input type="checkbox"/> What sampling can be done? <input type="checkbox"/> HOW will you improve response? | | How to evaluate |
| <input type="checkbox"/> 5 What data collection methods will you try? Anything new? [consider experiential methods] | | |
| <input type="checkbox"/> 6 What questions will you use to measure the impacts? Or, what items on an observation tool? | | |
| <input type="checkbox"/> 7 Implement evaluation | | |
| <input type="checkbox"/> 8 For which measures above do you <ul style="list-style-type: none"> <input type="checkbox"/> want to write impact statements? <input type="checkbox"/> what features of a report will you emphasize for each stakeholder above? | | How to use results |

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