

# Illuminating the Use of Mind Mapping in Program Evaluation

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## BACKGROUND

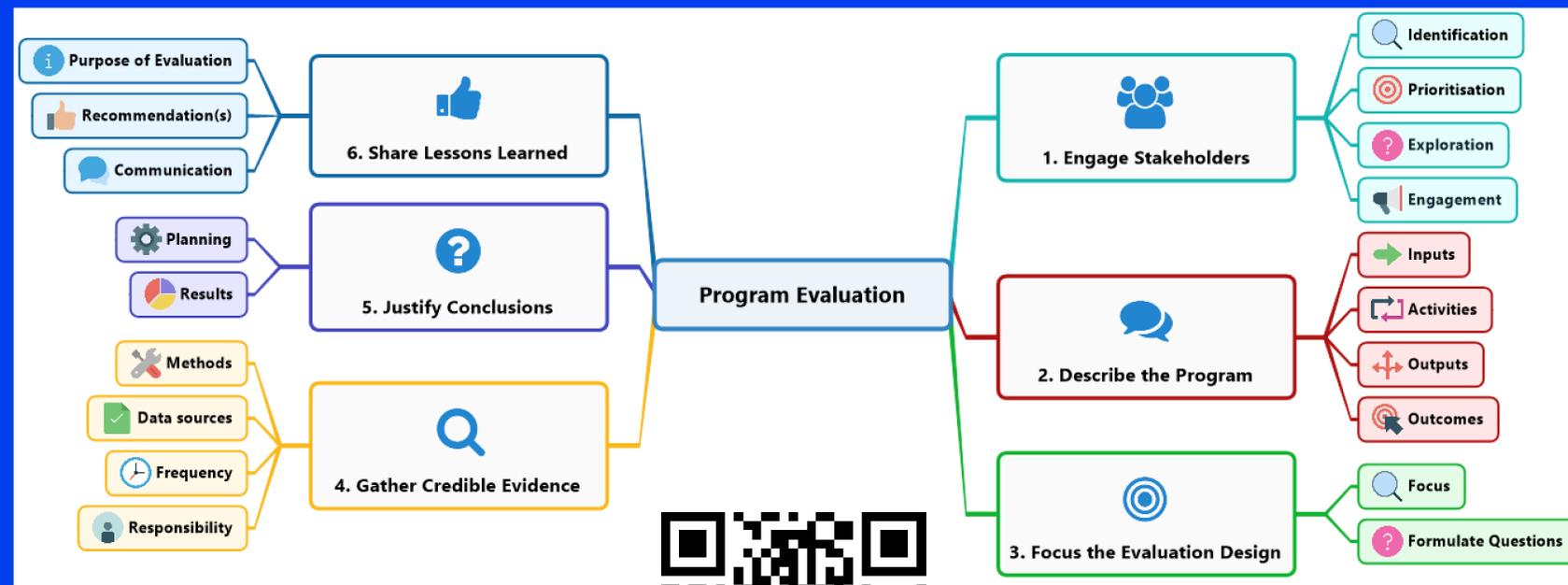
- CDC Evaluation Framework is a stakeholder driven planning framework
- Framework guidance exists, but lacks interactive and visual facilitation tools
- CDC contracted for mind mapping templates to be designed in alignment with the Framework’s Steps and Standards, in consultation with CDC evaluators
- Templates were used with a virtual stakeholder work group



## WHY MIND MAPPING?

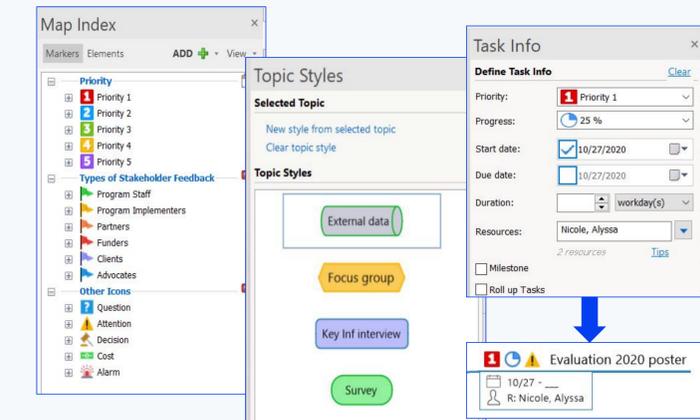
- Visual, organizational technique of notetaking and brainstorming
- Adaptive facilitation technique that can be used to “map out” components of an evaluation
- Increases transparency in decision making as the evaluation focuses on the most prioritized and feasible questions

# Evaluation mind mapping templates allow you to visualize the evaluation planning process, while effectively engaging stakeholders and building evaluation capacity.



## BENEFITS OF SOFTWARE TOOLS

- Allows for storage and organization of vast amounts of varied types of information in one place
- Templates can be tailored to users’ needs
- Use of formatting, icons, linking, and filtering to categorize and easily identify information by prioritization, type of stakeholders, methods, etc.
- Integrates project management capabilities for evaluation management
- Exporting capabilities for sharing or developing written plans



## LESSONS LEARNED

- Stakeholders enjoyed use of the templates in a virtual setting, citing transparency and visualizing decisions as they are made
- Templates facilitated a stakeholder-driven evaluation planning process

## CONCLUSION

- Templates effectively operationalize and visualize evaluation planning using the Steps and Standards of the CDC Framework
- Using these tools that “manualize” the Framework can help build evaluation capacity

*DISCLAIMER: The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.*