

Illuminating the Use of Mind Mapping in Program Evaluation

Nicole Kuiper¹, Gizelle Gopez², Liam Hughes³, Alyssa Jeffers^{4, 1}, Kayla Calhoun^{5, 1}

1 – Centers for Disease Control and Prevention

2 – Deloitte Consulting, Inc.

3 – Biggerplate.com

4 – Oak Ridge Institute for Science and Education

5 – CyberData Technologies

BACKGROUND

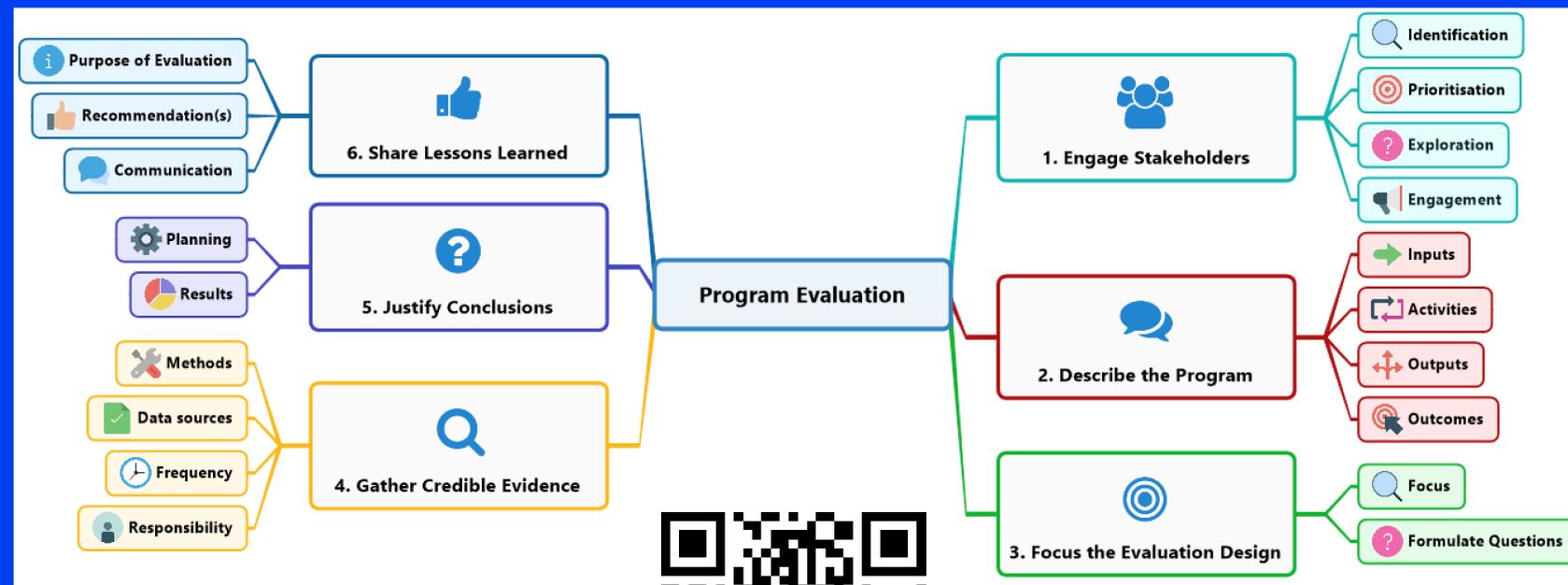
- CDC Evaluation Framework is a stakeholder driven planning framework
- Framework guidance exists, but lacks interactive and visual facilitation tools
- CDC contracted for mind mapping templates to be designed in alignment with the Framework's Steps and Standards, in consultation with CDC evaluators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



WHY MIND MAPPING?

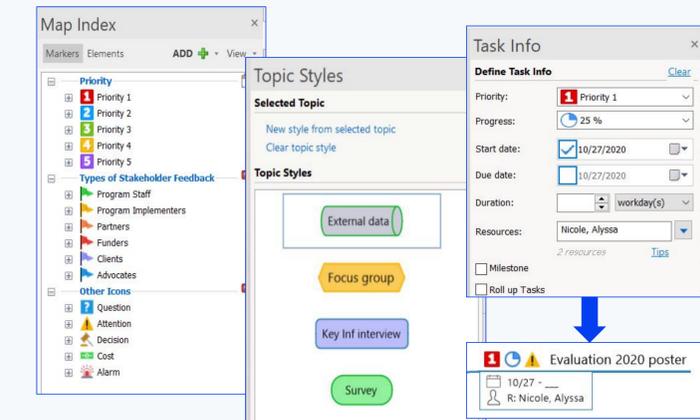
- Visual, organizational technique of notetaking and brainstorming
- Adaptive facilitation technique that can be used to “map out” components of an evaluation
- Increases transparency in decision making as the evaluation focuses on the most prioritized and feasible questions

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.