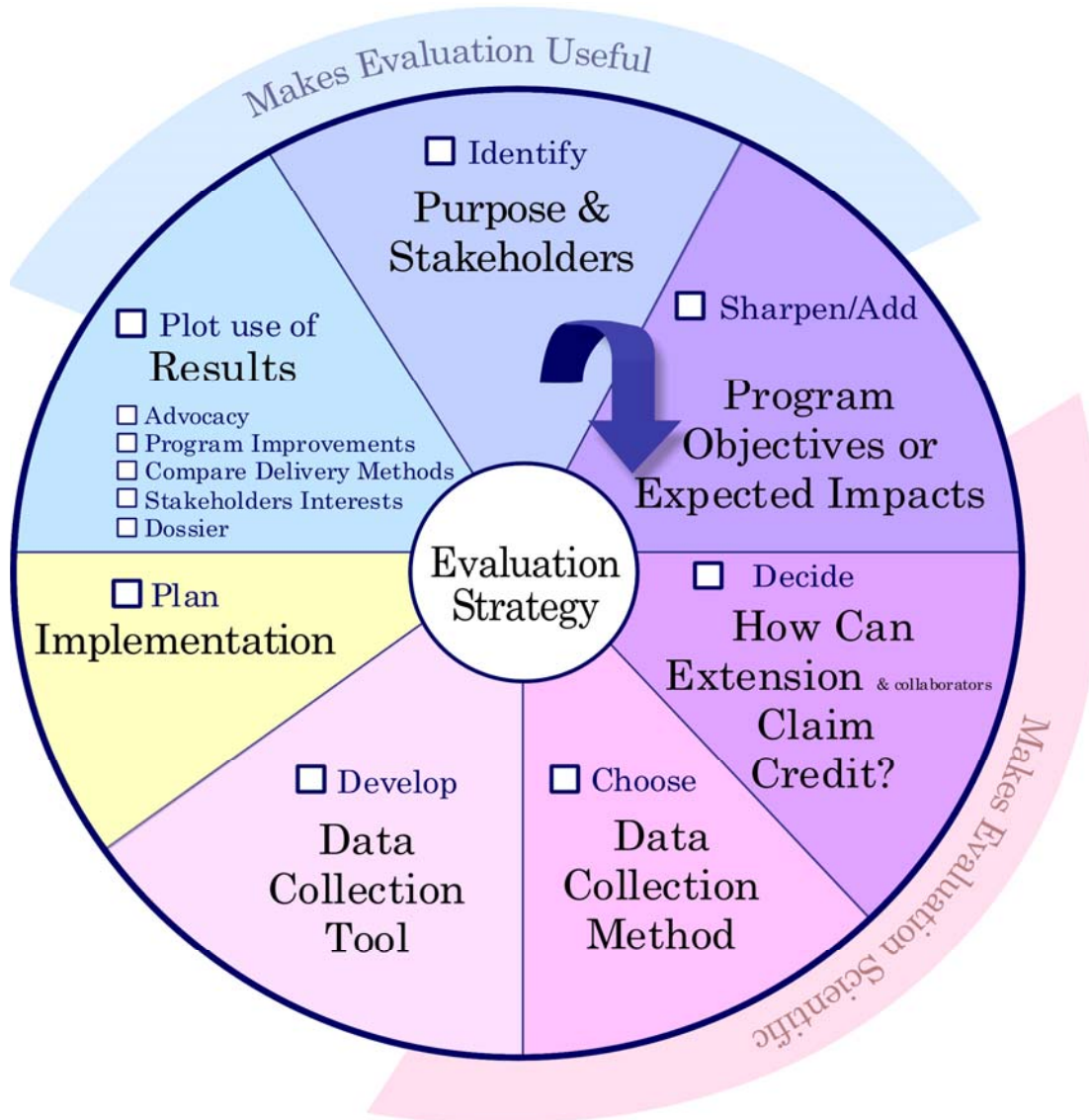




## An Evaluation Strategy

Unfortunately most people start their evaluation by writing questions, i.e., developing a data collection tool. To make your evaluation more useful, begin by identifying the purpose and relevant stakeholders and sharpening objectives. To make the evaluation scientific continue the steps in order, carefully deciding how Extension can claim credit, choosing an appropriate data collection method and only then, developing a tool. After implementing the evaluation, you'll have data to fit the purpose of the evaluation.



See TipSheet #82: 8 Steps in Planning an Evaluation Strategy

<http://www.extension.psu.edu/evaluation/pdf/TS82.pdf>

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