



## Developing A Program Evaluation Plan

### What is an evaluation plan?

An outline of the various components of the evaluation that seeks to answer the following questions:

- What needs to be evaluated?
- What are the evaluation questions?
- What information needs to be collected?
- When and where will the information be collected?
- Who will collect the information?
- How will the information be collected?
- How will the information be used?
- Who will report the information?

### Common Components of an Evaluation Plan

**Evaluation Questions:** Specific questions about the program that will be addressed by the evaluation.

- Each question should address at least one output or one outcome

**Process Outputs:** Evidence of service delivery for major activities.

- Be selective and line up outputs to program activities from the program logic model.

**Outcomes:** Results that your program intends to achieve if implemented to fidelity or as intended.

- Be selective and only use meaningful and measurable program outcomes.

**Indicators/Measures:** Measurement and/or tools used to collect data related to outputs and outcomes.

- Select measures that are commonly used, already available, or reasonable to collect.
- Select measures that are reliable and valid.
- Select measures that directly measure the outputs or outcomes of interest.

**Objectives:** Goals for the specific outputs and/or outcomes.

- Set realistic objectives or SMART goals for each evaluation question.
- Use existing data to set goals and benchmarks, if possible.

## Evaluation Plan Checklist

When developing an evaluation plan, consider the following:

- Utility**  
Will your plan be useful for reporting requirements and continuous program improvement?
- Feasibility**  
Is your plan realistic with the evaluation resources and staff?
- Accuracy**  
Is your plan reflective of your objectives and program?
- Propriety**  
Is your plan ethical to implement?
- Comprehensive**  
Does your plan include both process and outcome evaluation components?

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**Staff:** Person(s) responsible for evaluating outputs and/or outcomes at specified time.

- Consider staff capacity for collection and available resources.
- Identify what training or resources staff will need to ensure data quality.

**Use/Dissemination:** Outline how the data and results will be shared.

- Consider staff capacity and expertise.
- Set realistic timelines for the evaluation products.

**Timing:** When and how often outputs and/or outcomes are to be evaluated and reported.

- Consider the timing of the collection.
- Keep in mind the required reporting deadlines and the timing for dissemination.
- Allow time for processing information and continuous improvement efforts.

## Different Types of Evaluation

**Process Evaluation:** Track outputs and gain feedback on the project before and/or while it is being conducted. Program monitoring activities typically fall under process evaluation. Evidence or data for process evaluations can typically be collected on a regular basis. Example process evaluation questions and data include:

- Why is the program needed? Evidence/data may include literature review, stakeholder analysis, needs assessment, community readiness assessment, key informant interviews.
- How can the program be improved? Evidence/data may include interviews with staff, focus groups with participants, participant feedback surveys.
- Are activities being delivered efficiently and effectively? Evidence/data may include budget tracking, time tracking, questionnaires, structured observations, audits, monitoring rubrics.
- How many participants were reached? Evidence/data may include attendance logs, heat maps, participation reports.

**Outcome Evaluation:** Show that the project fulfilled what was intended. Outcome evaluation data may take more time to collect than process data. Evidence/data under this category usually includes:

- *Qualitative data* – Interviews, focus groups, diaries, success stories, open ended responses, etc.
- *Quantitative data* – Secondary data, surveys/questionnaires, impact data, assessment scores, etc.
- *Mixed methods* – Use of both qualitative and quantitative data to measure the same output or outcome.

*See Example Evaluation Plan Template Below*



## Evaluation Plan Template

Evaluation Question	Outputs/Outcome	Indicators/ Measures	Objectives	Staff	Use/ Dissemination	Timing