

Overview of Step-By-Step Model for Evaluation Planning

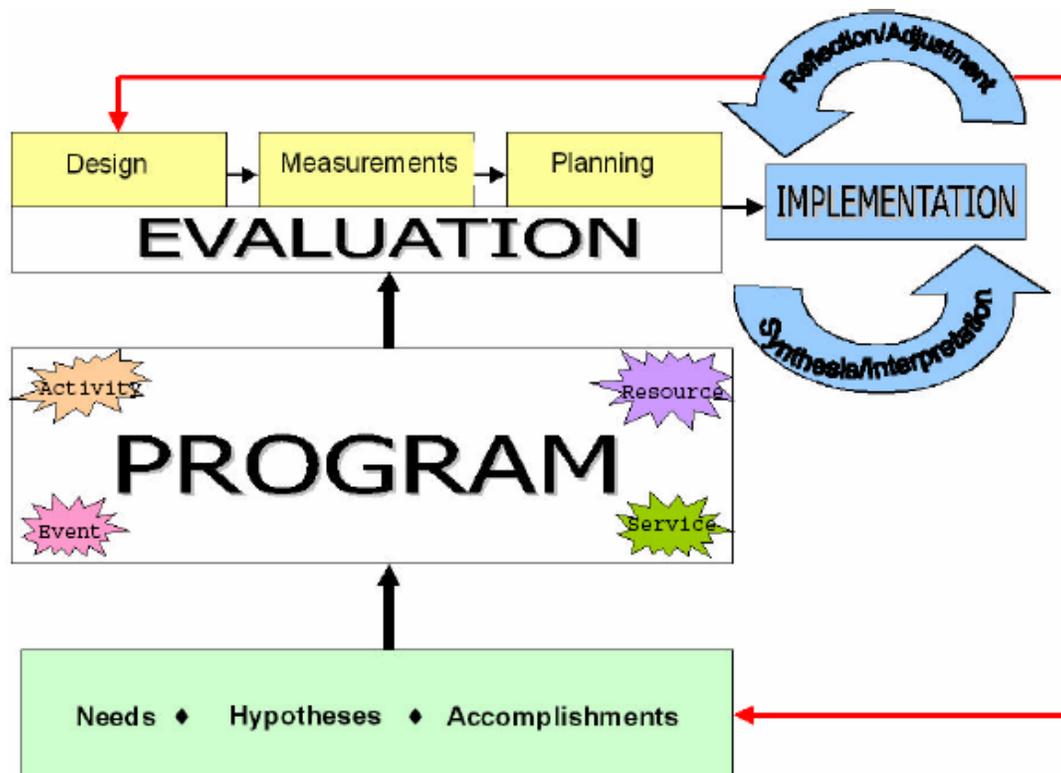
The **Step-By-Step Model for Evaluation Planning** illustrates basic concepts and considerations in preparing evaluation. While the IMPACT Evaluation Resource offers specific and detailed strategies for evaluation, the Step-By-Step Model suggests an overall framework.

The illustration highlights three major components of evaluation. These evaluation components are complemented by the programmatic efforts (including policies, events, services, strategies, resources, or activities). The *programmatic efforts* are **what you do**; they represent your **strategic effort**. The three *evaluation segments* represent your evaluation, and are noted by color: Green, Yellow and Blue. The three components are:

1. The lowest box, shaded in green, illustrates where program planners should start. This **Foundation** represents the needs that exist, the hypotheses to be tested, and the accomplishments to be measured. Many of these are implicit within the program planner's head. They are cited here to help planners make explicit what they want to document and/or measure.
2. The second set of boxes at the top left, shaded in yellow, represent the **Planning** for the evaluation. Note that the programmatic effort, shown in several colors, is in a single box between the foundations (item #1 above) and this set of evaluation planning boxes.
3. The third evaluation component, shown in blue, represents the **Implementation** of the evaluation. This includes the data analysis and review.

In addition to these efforts, two red arrows represent feedback loops used after reviewing the evaluation findings. One feedback loop links back to the Foundation section to help monitor the extent to which needs have been addressed and aims accomplished; planners may determine that certain aspects of the program or strategy need to be modified or improved. The other feedback loop links to the evaluation Planning; the results may suggest changes in the evaluation design, as well as additional evaluation approaches.

Finally, since this is labeled a "step-by-step" model, it is noteworthy that 14 steps (named on the next page) have been prepared to complement these three evaluation components. Steps 1 and 2 (shaded in green) link to the Foundations, Steps 3 through 10 (shaded in yellow) are within the Planning segment, and Steps 11 to 14 (shaded in blue) are with Implementation. Further details about each of these steps, including an explanation, tips, considerations, and other resources, are found in the 35-page booklet available at www.caph.gmu.edu under 'Evaluation.'



PROGRAM EVALUATION STEPS

1. Clarify what you are trying to accomplish
2. Specify what you want to know

3. Design the overall evaluation plan
4. Identify any constraints and limits
5. Acknowledge multiple sources of information
6. Build outcome evaluation measures
7. Build process evaluation measures
8. Incorporate qualitative measures
9. Identify who can provide assistance
10. Plan the evaluation

11. Implement the evaluation
12. Code and synthesize data
13. Report and present findings
14. Reflect on proposed revisions