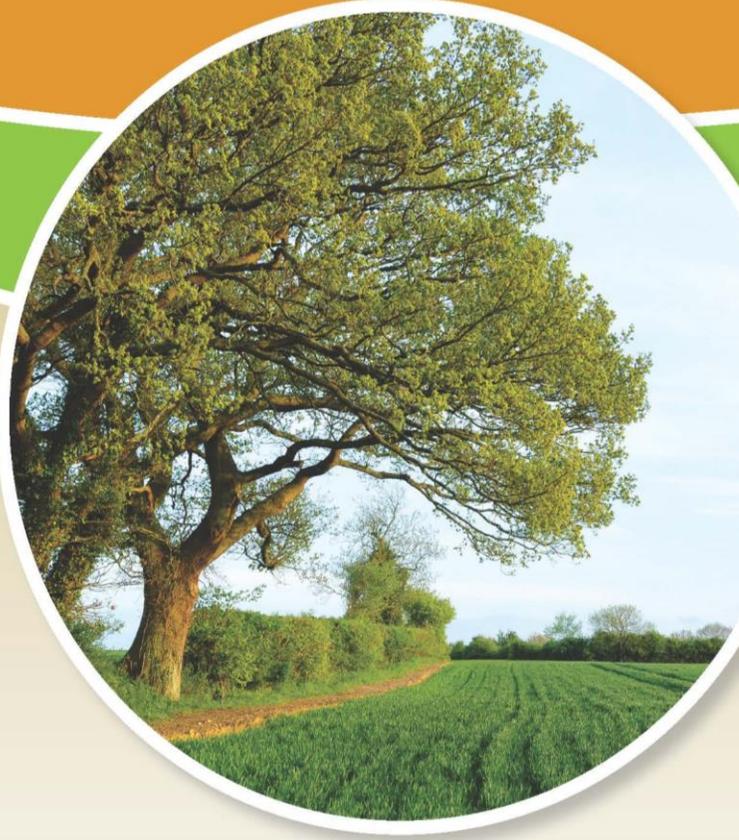


| Strategy. | Capacity. | Sustainability.



***Ensuring Meaningful Systems of  
Measurement:***  
**Evaluation Plan Assessment Tool**



# INTRODUCTION

## Is your program on track to bring about intended results?

Evaluation is a critical component of any program and integral to ensuring program effectiveness, measuring impact, and communicating results to partners, funders, and other key stakeholders. Through the development and implementation of an evaluation plan, those involved with the implementation of programs are able to track and monitor progress over time and assess whether or not a program is bringing about anticipated outcomes. A comprehensive evaluation plan should serve as an overarching guide and strategy for evaluation of a program and typically includes a purpose statement, logic model, evaluation questions, data collection approach, measures, analysis plan, and dissemination strategies. It is a living document and may be revised over time to reflect changes in your program strategy and work plan activities.

## REASSESSING MEASUREMENT STRATEGIES

Ideally, evaluation planning is a process that takes place at the earliest stages of program conceptualization and is an integrated part of programming planning. As programs move further into the implementation phase and begin gathering and analyzing data from their evaluation, those implementing and involved with the program begin to develop a deeper understanding of what is working and what is not; progress toward stated goals; and what kind of impact the program is having on the community and those served by it. That, however, assumes an evaluation strategy that is still focused on asking the right questions with effective data collection tools and methods collecting the appropriate data. Given the often evolving nature of many programs as well as the relevance of evaluation strategies over time, it is important to reassess an evaluation plan to ensure that it is properly aligned to best assess program implementation and capture outcomes.

*The following three components of an evaluation should be examined periodically:*

- 1 *Evaluation Questions*
- 2 *Measures*
- 3 *Data Collection Methods and Tools*

### Evaluation Questions

Evaluation questions serve as a good starting point as they essentially serve as the foundation for the evaluation plan. These are the primary questions of interest that the evaluation seeks to answer, including ones that focus on both implementation (i.e., process questions) and the impact of the program in the community (i.e., outcome questions). These are not to be confused with the questions a survey or other measurement tool might use for assessing a particular indicator. They represent the broader questions that help you understand the extent to which activities were implemented as planned and if your program had an effect, positive or negative, on its participants.

### **Questions to Consider:**

- Are these evaluation questions still the correct questions we need to ask?
- How well do they connect to our current program approach?
- Are they still relevant and a priority for program stakeholders?

## Measures

Measures (or indicators) represent the units of measurement used to assess progress or results of an activity or program. They represent the data used to respond to your evaluation questions and ultimately to help tell the story of your program.

### **Questions to Consider:**

- Do these measures still align with our evaluation questions and data collection strategies?
- Are they providing us with helpful information that can be used to inform the program or demonstrate value?

## Data Collection Methods and Tools

Based on the evaluation questions and selected measures, a data collection strategy will consider the primary sources for that information and how it will be obtained, including any tools or other resources (e.g. database, survey, key informant interview guide) required for gathering the data. Data collection strategies might focus on obtaining new data (i.e. primary data) or by drawing from existing data sources (i.e. secondary data).

### **Questions to Consider:**

- Are the current data collection methods and tools still working for us?
- Have any new potential data sources emerged that we should consider for our evaluation?
- Are we implementing a data collection approach that minimizes burden to our program and target populations?

# HOW TO USE THIS TOOL

This resource may be used individually but is ideally utilized with others involved in the program evaluation (e.g. staff, partners). It is intended to be used in conjunction with a review of your program evaluation plan, specifically focusing on your evaluation questions, measures (indicators), and data collection methods and tools. The tools take you through each of these three components of the evaluation plan, providing an assessment checkbox, questions for individual reflection or discussion with others, and a place to note implications for action.

Identify partners and staff to complete the tool. Together, review the components of the tool and select the answer that best describes your program's evaluation for each question posed. Capture your group's responses and record implications for action. The goal is to use the tool and its results to facilitate dialogue among the team and use the results of that discussion to determine action items you can implement to modify your measurement strategies.

Please click the links below to download the tool and a sample version.

## RESOURCES

- [Measurement Assessment Tool](#)
- [Sample Measurement Assessment Tool](#) (Completed)