Evaluation Plan Calendar

Activity	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
1.												
2.												
3.												
4.												
5.												
6.												
7.												
8.												
9.												
10.												
11.												
12.												
13.												
14.												

Promotion Log

Type of Activity	
Frequency	
Date Start	
Date Finish	
Methods (email, media release, etc.)	
Outputs (flyers, newsletters, reports, etc.)	
Resources Used	
Staff	
Hours	
Budget	
Changes to Original Plan	
Additional Comments	

Contact Log

Name	Email	Phone Number	Date	Request	Staff Responsible	Response Date	Response Content	Follow-up Needed (Y/N)	When to Follow up

Information Dissemination Log

Information Type	
Brief Description of the Information	
Method(s) of Dissemination	
Audience	
Brief Description of the Audience	
# of People/Organizations Reached	
Outputs	

Information Resource(s)/Materials Used	Number Used

Results	
Feedback Received from Audience	
Other Feedback	
Additional Comments	

Training and Workshop Evaluation

Overall Thoughts

What were your expectations for the session?

Did the session differ from your expectations? How?

What were the session's strengths?

Please suggest possible areas of improvement.

Staff Observation Form

Topic		Date	
Observer		# of Participants	

SETTING

a. How would you rate the following aspects of the activity?

	1	2	3	4	5
Reception/welcome	1	2	3	4	5
Size of room	1	2	3	4	5
Seating arrangement	1	2	3	4	5
Additional supplies	1	2	3	4	5
AV equipment	1	2	3	4	5
Wrap-up	1	2	3	4	5

b. Additional comments on the physical environment:

CONTENT

a. What were the objectives of the activity? Were they clear?

b. Were the key points clear?

c. Was there enough time for discussion?

d. Is any follow-up required?

Evaluation Toolkit Attachment, Stage 5, Slide 33

FACILITATOR

a. Did the facilitator display command of the subject matter?

b. Did the facilitator interact with the participants?

PARTICIPANTS

a. Who attended this activity? What group/organization/interest did they represent?

b. Did the participants seem engaged in the activity? Please describe how.

OVERALL

a. Based on your overall observation, was the activity a success? Why or why not?

b. Please provide any additional comments:

Anecdotal Record Form

Date:

Event:

What was said? Who said it?

Staff impression(s):

Key point(s):

<u>Resources for Evaluation</u>

Planning an Evaluation
1. Centers for Disease Control and Prevention (CDC): "Designing an Effective Evaluation Plan"
   http://www.cdc.gov/obesity/downloads/CDC-Evaluation-Workbook-508.pdf

2. CDC: "Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide"
   http://www.cdc.gov/eval/guide/

3. W.K. Kellogg Foundation: "Evaluation Handbook"
   http://www.wkkf.org/knowledge-center/resources/2010/w-k-kellogg-foundation-evaluation-handbook.aspx

4. American Indian Higher Education Consortium: "Indigenous Evaluation"
   http://indigeval.aihec.org/Pages/IndigHome.aspx

5. National Congress of American Indians: "Research for Tribal Communities Curriculum"
   (Module 5- Understanding Evaluation)
   http://ncaiprc.org/responsible-research

Conducting Focus Groups and Interviews
1. CDC: "General Guidelines for Focus Groups"
   http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/pdf/focusgroupguidelines.pdf

2. OMNI: "Toolkit for Conducting Focus Groups"
   http://www.rowan.edu/colleges/chss/facultystaff/focusgrouptoolkit.pdf

3. University of Minnesota: "Designing and Conducting Focus Group Interviews"
   http://www.eiu.edu/~ihec/Krueger-FocusGroupInterviews.pdf

4. Pathfinder International: "Conducting In-Depth Interviews: A Guide for Designing and Conducting In-Depth Interviews for Evaluation Input"
   http://www.cpc.unc.edu/measure/training/materials/data-quality-portuguese/m_e_tool_series_indepth_interviews.pdf

Designing and Implementing Needs Assessments
1. University of Idaho: "Methods for Conducting an Educational Needs Assessment"
   http://www.cals.uidaho.edu/edcomm/pdf/BUL/BUL0870.pdf

2. Department of Justice: "Guide to Conducting a Needs Assessment"
   https://www.ovcttac.gov/taResources/OVCTAGuides/ConductingNeedsAssessment/pfv.html

3. DHHS Child Welfare Information Gateway: "Community Need Assessment"
   https://www.childwelfare.gov/systemwide/assessment/community.cfm

Evaluation Toolkit Attachment, Stage 5, Slide 33

Designing and Implementing Surveys

1. University of Wisconsin: "Questionnaire Design: Asking questions with a purpose"
   http://learningstore.uwex.edu/assets/pdfs/g3658-2.pdf

2. CDC: "Program Evaluation Tip Sheet: Constructing Survey Questions"
   http://www.cdc.gov/DHDSP/programs/nhdsp_program/docs/Constructing_Survey_Questions_Tip_Sheet.pdf

Resources and Citations

Stage 1

1. W.K.Kellogg Foundation. (1998). *W.K.Kellogg foundation evaluation handbook.* http://www.wkkf.org/knowledge-center/resources/2010/W-K-Kellogg-Foundation-Evaluation-Handbook.aspx
2. Patton, M. (1997). *Utilization-focused evaluation.* London: SAGE Publications.
3. Centers for Disease Control and Prevention (CDC). (1999). Framework for program evaluation in public health. MMWR; 48(No. RR-11). ftp://ftp.cdc.gov/pub/Publications/mmwr/rr/rr4811.pdf
4. Jolly, E. J. (2002). On the quest for cultural context in evaluation: All things are not equal–they never were. In National Science Foundation, The cultural context of educational evaluation: A Native American perspective (pp. 14-22). Arlington, VA: National Science Foundation.
5. Smith, L. (1999). *Decolonizing methodologies: Research and indigenous peoples.* Dunedin: University of Otago Press.
6. Paul Black, 1998

Stage 2

1. United Nations Development Programme (UNDP). (2009). *Handbook on planning, monitoring and evaluating for development results.* http://web.undp.org/evaluation/handbook/documents/english/pme-handbook.pdf
2. CDC. (2011). Introduction to program evaluation for public health programs: A self-study guide. http://www.cdc.gov/eval/guide/CDCEvalManual.pdf
3. Adapted from the University of Wisconsin-Extension, Cooperative Extension, Program Development and Evaluation. (2008). **Building capacity in evaluating outcomes (Unit 1 Handout 8)**. http://www.uwex.edu/ces/pdande/evaluation/bceo/pdf/contentguide.pdf
4. Adapted from CDC. (2011). **Introduction to program evaluation for public health programs: A self-study guide.** http://www.cdc.gov/eval/guide/ index.htm

Stage 3

Stage 4

1. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2011). *Developing an effective evaluation plan.* http://www.cdc.gov/obesity/downloads/CDC-Evaluation-Workbook-508.pdf
2. Adapted from the University of Wisconsin-Extension, Cooperative Extension, Program Development and Evaluation. (2008). *Building capacity in evaluating outcomes: A teaching and facilitating resource for community-based programs and organizations.* http://www.uwex.edu/ces/pdande/ evaluation/bceo/pdf/contentguide.pdf

3. Taylor-Powel, E., and Steele, S. (1996). Collecting evaluation information: An overview of sources and methods.
http://learningstore.uwex.edu/Assets/pdfs/G3658-04.pdf
4. Taylor-Powell, E., Steele, S., and Doughlah, M. (1996). *Planning a program evaluation.* University of Wisconsin-Extension.
http://learningstore.uwex.edu/assets/pdfs/G3658-1.PDF
5. *Adapted from Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; Division of Nutrition, Physical Activity, and Obesity. (2011). Developing an effective evaluation plan.* http://www.cdc.gov/obesity/downloads/CDC-Evaluation-Workbook-508.pdf
6. The Health Insurance Portability and Accountability Act (HIPAA) of 1996 protects certain health information of individuals living or deceased.
http://privacyruleandresearch.nih.gov/pdf/HIPAA_Booklet_4-14-2003.pdf

Stage 5

1. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2011). *Developing an effective evaluation plan.* http://www.cdc.gov/obesity/downloads/CDC-Evaluation-Workbook-508.pdf
2. Centers for Disease Control and Prevention. (2011). *Program evaluation.* http://www.cdc.gov/eval/index.htm
3. Adapted from the University of Wisconsin-Extension. (2008). *Building capacity in evaluating outcomes (Unit 6 Handout 3).*
http://www.uwex.edu/ces/pdande/evaluation/bceo/pdf/contentguide.pdf
4. Adapted from: University of Wisconsin-Extension (UWEX). (2008). *Building capacity in evaluating outcomes (Unit 6 Handout 7).*
http://www.uwex.edu/ces/pdande/evaluation/bceo/pdf/contentguide.pdf
5. UWEX. (2008). *Building capacity in evaluating outcomes (Unit 6 Handout 38).*
6. Adapted from: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2011). *Developing an effective evaluation plan.* http://www.cdc.gov/obesity/downloads/CDC-Evaluation-Workbook-508.pdf
7. Patton, M. Q.. (1997). *Utilization-Focused Evaluation: The New Century, 3rd Edition.* Sage Publications, California. (pp. 263-264).
8. Patton, M. Q.. (1997). *Utilization-Focused Evaluation: The New Century, 3rd Edition.* Sage Publications, California. (pp. 263-264).
9. Adapted from the University of Wisconsin-Extension, Cooperative Extension, Program Development and Evaluation. (2008). *Building capacity in evaluating outcomes (Unit 7 Handout 3).*
http://www.uwex.edu/ces/pdande/evaluation/bceo/pdf/contentguide.pdf
10. Adapted from the University of Wisconsin-Extension, Cooperative Extension, Program Development and Evaluation. (2008). *Building capacity in evaluating outcomes (Unit 7 Handout 9).*
http://www.uwex.edu/ces/pdande/evaluation/bceo/pdf/bceoresource.pdf

Sample Budget

Project Name:
Project Name 2:
Dates:

Direct Labor	Category	Hourly Rate	Hours	Amount
Name A	Role A			
Name B	Role B			
Name C	Role C			
Name D	Role D			
Name E	Role E			
Sub-total Staff Costs				$XXX

Consultant	Cost Category	Hourly Rate	Hours	Amount
Person A	Task A			
Person B	Task B			
Sub-total Consultant Costs				$XXX

Total Labor Costs   **$XXX**

Equipment and Supplies	Purpose	Units	Unit Price	Amount
Phone				
Reproduction				
General Office Supplies				
Equipment A				
Equipment B				
Equipment C				

Total Equipment and Supplies Costs   **$XXX**

Travel	Purpose	Units	Unit Price	Amount
Tickets				
Perdiem				
Car Rental				
Lodging				
Travel A				
Travel B				
Travel C				

Total Travel Costs   **$XXX**

Total Combined Costs   **$XXX**

Evaluation Resources and Links

Additional information on program evaluation, evaluation design, and its implementation can be found through the following resources and links:

American Evaluation Association. (n.d.). http://www.eval.org/

>The American Evaluation Association (AEA) is an international professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many other forms of evaluation. The AEA website offers a wide array of program evaluation resources including updates on current evaluation events and publications.

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2011). *Developing an effective evaluation plan*. http://www.cdc.gov/obesity/downloads/CDC-Evaluation-Workbook-508.pdf

>A useful workbook for program managers intended to offer guidance and facilitate capacity building on a wide range of evaluation topics. The workbook lays out a six-step process for the decisions and activities involved in conducting an evaluation.

Centers for Disease Control and Prevention. (2011). *Program evaluation*. http://www.cdc.gov/eval/index.htm

>This CDC webpage provides links to numerous informative program evaluation resources, covering topics such as program evaluation framework, steps, and standards. The site also lists framework-based materials and provides tips and resources on how to conduct strong evaluations.

Centers for Disease Control and Prevention. (1999). *Framework for program evaluation in public health* (No. RR-11). ftp://ftp.cdc.gov/pub/Publications/mmwr/rr/rr4811.pdf

>This CDC report is designed to summarize and organize essential elements of program evaluation and guide public health professionals in their use of program evaluation. The framework includes useful steps in program evaluation practice and standards for effective evaluation.

Free Management Library. (n.d.). *Basic guide to program evaluation (including outcomes evaluation)*. http://managementhelp.org/evaluation/program-evaluation-guide.htm#anchor1575679

>This document provides guidance for designing and implementing an evaluation process, and orients staff to the nature of program evaluation and how it can be carried out in a realistic and practical manner. It explains why evaluation is helpful, expels common evaluation myths, and offers basic evaluation ingredients.

Journal of Multidisciplinary Evaluation. (n.d.).
http://survey.ate.wmich.edu/jmde/index.php/jmde_1/index

A free online journal for multidisciplinary program evaluation. The journal produces two
publications per year with articles pertaining to various current topics and case studies in program
evaluation. There is also an archive of all journal publications produced since 2004.

National Center for Chronic Disease Prevention and Health Promotion, Division of Adolescent and
School Health. (2011). *Program evaluation resources.*
http://www.cdc.gov/healthyyouth/evaluation/resources.htm

The site provides a useful collection of informative CDC program evaluation newsletters, briefs, and
tutorials. The evaluation newsletters cover such topics as how to develop strategies for program
success and the 23 evaluation briefs offer users information on integrating strategic plans and
preparing evaluation reports.

National Science Foundation, Division of Research, Evaluation and Communication. (2002). *The 2002
user-friendly handbook for project evaluation.* (REC 99-12175).
http://www.nsf.gov/pubs/2002/nsf02057/nsf02057.pdf

A comprehensive handbook on project evaluation developed for managers who need to learn more
about how to do an evaluation and the value of performing an evaluation. The handbook builds on
firmly established principles, blending quantitative and qualitative evaluation methods.

National Science Foundation, Online Evaluation Resource Library. (n.d.). http://oerl.sri.com/

The Online Evaluation Resource Library (OERL) is a collection of evaluation plans, instruments, and
reports of NSF projects that can be used as examples by professionals as they design projects. It was
created for professionals seeking to design, conduct, document, or review project evaluations.

The Office of Justice Programs, Bureau of Justice Assistance, Center for Program Evaluation and
Performance Measurement. (n.d.). *Guide to program evaluation*.
https://www.bja.gov/evaluation/guide/index.htm

A comprehensive guide that offers numerous resources for the basic steps involved in the program
evaluation development process. Examples of the information provided include getting started,
planning the evaluation, and assessing program performance.

The Public Health Agency of Canada. (2000). *Guide to project evaluation: a participatory approach.*
http://www.phac-aspc.gc.ca/ph-sp/resources-ressources/guide/index-eng.php

An evaluation guide developed to provide an easy-to-use, comprehensive framework for project
evaluation. The framework can be used to strengthen evaluation skills and to assist in the
development and implementation of effective project evaluations.