

Planning Your Evaluation: Four key decisions that need to be made in evaluation planning

1. **What: What kinds of process factors and outcomes are you evaluating?**
 - List of ABCDE outcome statements and/or outcomes in your logic model
 - Outputs in your logic model and list of other process evaluation factors you want to address, such as fidelity, participant satisfaction, cultural appropriateness, etc.
2. **How: How are you going to evaluate it? What research methods and instruments will you use?**
 - Evaluation tools you have developed, acquired, or modified, such as a questionnaire or a focus group script
 - Data collection plan (e.g., in person vs. online, individual interviews vs. focus groups, etc.)
3. **When: When are you going to administer your tools?**
 - Plan for collecting data before and after a program (pre/post-test), only after a program (post-test), or some other combination
 - Timeline for when data will be collected, analyzed, and used for program improvement
4. **Who: Who are you going to include? Can you involve all of your participants in the evaluation, or just some? Who is going to collect, process, and analyze the data?**
 - Sampling plan
 - Considerations for confidentiality and consent
 - Evaluation task assignments

An “evaluation plan” is essentially a way to document the answers to these four questions. Section 1b of this toolkit addressed the “what” question. Section 1c includes tips for answering the “how,” “when,” and “who” questions, and provides evaluation plan templates and examples.