

Use this checklist to verify each step of your program evaluation planning.

**Program name:** \_\_\_\_\_

**Purpose of evaluation:** What do you want to be able to do as a result of the evaluation?

- Understand, verify, or increase the impact of products or services on customers/clients (e.g., outcome evaluation).
- Improve delivery mechanisms to be more efficient and less costly (e.g., process evaluation).
- Verify that we're doing what we think we're doing (e.g., process evaluation).
- Clarify program goals, processes, and outcomes for management planning.
- Improve public relations.
- Make program comparisons (e.g., to decide which should be retained).
- Examine and describe effective programs for duplication elsewhere.
- Other reason(s) \_\_\_\_\_.

**Audience(s) for the evaluation:** Who are the audiences for the information from the evaluation?

For example:

- Clients/customers.
- Funders/investors.
- Board members.
- Management.
- Staff/employees.
- Other \_\_\_\_\_.

**Information necessary:** What kinds of information are needed to make the decisions you need to make and/or to disseminate to your intended audiences?

- What is the process of the product/service delivery (e.g., inputs, activities, outputs)?
- Who are the customers/clients who use the product or service?
- What are the strengths and weaknesses of the products or services?
- What are the benefits to customers/clients (outcomes)?
- How did the product or service fail and why, etc.?
- Other \_\_\_\_\_.

**Type of evaluation:** Based on the purpose of the evaluation and the kinds of information needed, what type of evaluation is being planned?

- Process.
- Outcome.
- Impact.

**Data sources:** From where should data be collected?

- Staff/employees.
- Clients/customers.
- Program documentation.
- Funders/investors.
- Other \_\_\_\_\_.

**Data collection:** How can information be collected in a reasonable and realistic fashion?

- Questionnaires/surveys.
- Interviews.
- Document reviews.
- Observation of program operations (e.g., activities, staff, participants).
- Focus groups.

**When is the information needed?**

**What resources are available to collect the information?**