#### Strategic Evaluation Plan Outline

{Insert Program Name}

**Strategic Evaluation Plan for**

{Insert Years Covered}

**Prepared by:**

{Insert Names}

{Insert Affiliations}

{Insert Date}

**This template is based on *Learning and Growing through Evaluation: Asthma Program Evaluation Guide*. Throughout, textboxes refer you to additional information in the guide, which you can find at** <https://www.cdc.gov/asthma/program_eval/guide.htm>

**Program Background and Purpose of Strategic Evaluation Plan**

*This section provides background information on your asthma program and explains how a strategic approach to evaluation, as documented in this plan, will assist your program in meeting its aims.*

This section corresponds with Module 1, Chapter 2, Step B

**Program Background**

* Provide an overview of your program and your primary goals for the five-year co-operative agreement period.
* Provide an overarching logic model for your program with narrative text describing it (can be adapted from Module 1, Chapter 1).

**Purpose of Plan**

* What is the role of evaluation in achieving the program’s purpose?
* How will evaluation help tell the program’s story?
* What are your expectations for how program personnel and stakeholders will use this plan?

**Methods for Developing and Updating the Strategic Evaluation Plan**

*This section provides information about the methods you used to develop the strategic evaluation plan, who was involved, how decisions were made, and how the plan will be kept up to date.*

This section corresponds with Module 1, Chapter 2, Step A

**Stakeholders**

* Who is the program’s evaluation lead?
* Who are the stakeholders involved in developing the strategic evaluation plan?
  + Ensure that the strategic evaluation planning team includes a diversity of perspectives and is appropriate for the local context.
* What role did they play in developing the strategic evaluation plan?
* What role will these stakeholders play in implementing the evaluations?
* How will you support participation by stakeholders, particularly ones whose perspectives are often excluded from similar planning processes?

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### Table D.1 Strategic Evaluation Planning Team – Contributions, Roles, and Future Involvement

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder Name** | **Title and Affiliation** | **Contribution to Evaluation Planning** | **Role in Implementing Evaluations** | **Considerations to Support Participation** |
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**Methods Used to Develop the Strategic Evaluation Plan**

* What process did you use to identify candidates for evaluation? (Narrative description)

This section corresponds with Module 1, Chapter 2, Step C

* How are diverse stakeholder perspectives represented in the criteria?
* How were the criteria applied to establish priority evaluation candidates?
* What information sources did you use to support assessment of criteria?

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### Table D.2 Prioritization Criteria

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| --- | --- | --- |
| **Criteria Used** | **How Criteria Were Applied** | **Information Supporting Criteria Determination** |
| E.g., Cost | Higher cost activities supported by existing funds were rated as higher priority for evaluation. | Program budgets |
| E.g., Performance | Activities (and associated outcomes) where questions for further investigation were raised from trends and patterns in associated performance metrics were rated as higher priority for evaluation. | Performance metrics |
| E.g., Equity | Activities with potential to diminish structural supports for inequities were given a higher priority. | Situational analysis based on stakeholder discussions. |

**Proposed Methods for Reviewing and Updating the Strategic Evaluation Plan**

* How will the team reflect on or assess its work?

This section corresponds with Module 1, Chapter 2, Step G

* How often will you review and update the strategic evaluation plan?
* What process will you use to review and update the strategic evaluation plan?
* What role will performance measurement data play in updating the plan?
* Who will be involved in strategic evaluation plan review and updates?
* How will you document revisions to the strategic evaluation plan?

**Proposed Priority Evaluations**

*This section provides information on each of the prioritized evaluation candidates along with a comprehensive evaluation timeline and details of evaluation capacity building activities you plan to conduct. As you implement this plan, you will likely refine or revise the details included in this section based on the expertise of your evaluation planning teams and on the program’s evolving information needs and evaluation resources.*

**Priority Evaluation Candidates**

This section corresponds with Module 1, Chapter 2, Step C

* Provide a rank-ordered list of priority evaluation candidates.

**Table D.3 Rank-ordered List of Priority Evaluation Candidates**

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Expanding EXHALE – Expanding Services** | **Expanding EXHALE – Optimizing Systems** |
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**Overarching Timeline**

* Provide a timeline for conducting evaluations over the five-year cooperative agreement cycle. Include program milestones for which evaluation findings should be available. Also note any capacity building activities or resources that will be required to successfully implement the evaluations (you will elaborate on these in a subsequent section). Finally, consider where you may be able to leverage stakeholder participation or data from one evaluation for use in another and account for potential participant burden.

### Table D.4 Sample Timeline with Sequencing of Proposed Evaluation Activities

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| **Program Milestones** |  |  |  |  |  |
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|  |  |  |  |  |
| **Evaluations** |  |  |  |  |  |
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| **Capacity Building** |  |  |  |  |  |
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**Summarize Each Prioritized Activity and Proposed Evaluation**

*This section provides the rationale for including each activity in the strategic evaluation plan. Include enough context and detail so that the selection can be adequately evaluated with each strategic evaluation plan revision, but not so much detail that you or your team becomes too invested in an evaluation that may no longer be appropriate in several years. This prioritization process will also be useful as the Evaluation Planning Team begins its work to refine or revise the evaluation questions.*

This section corresponds with Module 1, Chapter 2, Step D

In addition to the narrative, you may choose to complete **Table D.5** to present an abbreviated version of the information. This table may be useful in looking across all the proposed evaluations.

* What is the purpose of the evaluation and what evaluation questions would it address?
* Why is it a priority?
* What evaluation design would be appropriate for answering these questions?
* What data collection method(s) and data sources would be appropriate?
* What contextual factors should be considered in the evaluation’s design and implementation? Who are the potential audiences for the evaluation?
* When would the evaluation be conducted?
* How would stakeholders use the information produced by the evaluation?
* What would the evaluation cost, roughly?

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### Table D.5 Evaluation Profile (create one for each prioritized evaluation)

|  |  |
| --- | --- |
| **Activity Name** | Identify the activity you have prioritized. |
| **Program Component** | Choose one – Infrastructure, Expanding Services, Optimizing Systems. |
| **Evaluation Justification** | Note relevant factors the strategic evaluation planning team considered in prioritizing this activity for evaluation. |
| **Evaluation Purpose and Use** | Identify the evaluation’s purpose and potential uses of its findings, including decisions the findings should inform. |
| **Possible Evaluation Questions** | List the potential evaluation questions to be addressed. |
| **Relevant Performance Measures** | List the relevant performance measures. |
| **Timing of Evaluation** | List the proposed/anticipated start and end dates. |
| **Suggested Evaluation Design** | Describe potential evaluation design(s) for answering these questions. |
| **Potential Data Sources** | List data sources that could be used, noting any barriers to obtaining them or concerns about their quality. |
| **Potential Data Collection Methods** | Describe potential data collection methods, frequency of collection, and identify the staff members who would be responsible for collecting the data. |
| **Cultural or Contextual Factors** | Describe how contextual factors and culture will influence your design and implementation strategies. |
| **Potential Audiences** | Describe potential audiences for the evaluation findings. |
| **Possible Uses of Information** | Describe how the anticipated information could be used. |
| **Estimated Evaluation Cost** | Provide a rough estimate of evaluation costs overall or annually, including funds from all sources; specify what portion, if any, comes from partner contributions. |

**Capacity Building Activities to Support Evaluation**

This section corresponds with Module 1, Chapter 2, Step E

* What additional evaluation capacity will be required to successfully complete these evaluations—including commissioning the evaluations, planning and implementing the evaluations, and making use of the findings? (Maps to the evaluation timeline in **Table D.4**.)
* How will you obtain or build that capacity? For example, what sorts of training, conferences, technical assistance, group facilitation, or involvement in evaluation might be needed?
* Who are the audiences for this capacity building support (i.e., leadership, management, partners, staff members, human resources)?
* When will the capacity-building activities occur?

**Communications Plan**

*This section provides guidance about how information on the strategic evaluation planning process and results will be shared.*

**Communicating**

* What information about the strategic evaluation planning process will you share? For what purposes?
* How often will you share information about planning and implementation?
* With whom will you share the information?
* What formats and methods (e.g., in-person meetings, emails, newsletters) will you use to share information?
* Who is responsible for information sharing?
* How will you summarize and share the results of the overall process?

### Table D.6 Communications Plan Summary Matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Information and Purpose** | **Audience(s)** | **Possible Formats** | **Possible Messengers** | **Timing** | **Person Responsible** |
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**Wrapping Up**

*This section provides guidance on closing out the evaluation activities at the end of the cooperative agreement.*

* At the end of the cooperative agreement, how will you acknowledge the contributions of strategic evaluation planning team members and others who contributed to the successful implementation of the plan?
* How will you document evaluation lessons learned while implementing the strategic evaluation plan?

*This strategic evaluation plan template can also serve as a tool to document revisions to your strategic evaluation plan. Inserting the following brief checklist after each section may help with this process.*

Implemented as planned

Changes made (describe changes as well as the rationale for changes)