

Evaluation Plan Template



Use this **template** for writing your evaluation plan. Following this template are detailed instructions to guide you in developing your plan. If you need additional assistance, please contact mwilce@cdc.gov.

{State Program Name}

Evaluation Plan for *{Years covered}*

Prepared by:

{Names}
{Affiliation}

{Date}

INTRODUCTION

Evaluation Goal

*What does this evaluation strive to achieve?
What is the purpose and use of this evaluation?*

Evaluation Team

Lead Evaluator
Team Members
Evaluation Advisory Group (optional)

Table 1. Roles and Responsibilities of the Evaluation Team Members		
Individual	Title or Role	Responsibilities

I. STAKEHOLDER ASSESSMENT

*Who are the stakeholders for the TB program?
What role do they have in the evaluation?
How do you plan to engage the stakeholders (i.e., conduit for coalition, advisory board, project teams)?*

Table 2. Stakeholder Assessment and Engagement Plan			
Stakeholder Category	Interest or Perspective	Role in the Evaluation	How and When to Engage

II. BACKGROUND AND DESCRIPTION OF THE TB PROGRAM AND PROGRAM LOGIC MODEL

Need

Why is the program needed (i.e., magnitude, cause(s) and trends of the TB problem)?

Context

What context is the program operating under (i.e., environmental factors that may affect the initiative)?

Target Population

Who is the target population of this TB program?

Objectives

What are the program's objectives (SMART objectives)?

Stage of Program Development

What stage of development is the TB program currently in (i.e., planning, implementation, mature phase of the program)?

Resources/Inputs

What resources are available to the program in terms of staff, money, space, time, partnerships, etc.?

Activities

What activities are being undertaken (or planned) to achieve the outcomes?

Outputs

What products (i.e., materials, units of services delivered) are produced by your staff from the activities?

Outcomes

What are the program's intended outcomes (intended outcomes are short-term, mid-term, or long-term)?

Table 3. Program Description					
Resources	Activities		Outputs	Outcomes	
	Initial	Subsequent		Short-/Mid-term	Long-term

Logic Model

Provide a logic model of your program.

III. FOCUS OF THE EVALUATION**Stakeholder Needs**

Who will use the evaluation findings?

How will the findings be used?

What do they need to learn from the evaluation?

Evaluation Questions

What are your evaluation questions (include process driven or outcome driven evaluation questions)?

What do you want to learn from the evaluation?

Evaluation Design

Longitudinal data, points of comparison, multiple data sources, mixed methods

Resource Considerations

What resources are available to conduct the evaluation?

What data are you already collecting?

Evaluation Standards

How will you address the standards for effective evaluation - utility, feasibility, propriety, and accuracy?

IV. GATHERING CREDIBLE EVIDENCE: DATA COLLECTION

Indicators

How will you measure success?

What are some of the measurable or observable elements that can tell you about your program and its effects?

Table 4. Indicators and Program Benchmark for Evaluation Questions		
Evaluation Question	Process and Outcome Indicators	Program Benchmark
1.		
2.		

Data Collection

What methods will you use to collect the data?

Where is the data?

How often will it be collected?

Who is responsible for collecting the data?

How will you manage and store the data?

Table 5. Data Collection Plan				
Indicator	Data Sources	Collection		
		Who	When	How

Plan Timeline

When will evaluation activities occur?

Table 6. Illustrative Timeline for Evaluation Activities				
Evaluation Activities	Timing of Activities for {Year}			
	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr

V. JUSTIFYING CONCLUSIONS: ANALYSIS AND INTERPRETATION

Analysis

What method will you use to analyze your data (quantitative or qualitative techniques)?

Table 7. Analysis Plan	
Data Analysis Technique	Responsible Person

Interpretation

*Who will you involve in drawing, interpreting and justifying conclusions?
What are you plans to involve them in this process?*

VI. ENSURING USE AND SHARING LESSONS LEARNED: REPORT & DISSEMINATION

Dissemination

*Who is your audience?
What medium do you plan to use to disseminate the evaluation findings to your audience?*

Table 8. Dissemination Plan		
Yes ✓	Dissemination Medium	Responsible Person

Use

*What are your plans for using evaluation findings?
How, where, and when will the findings be used?
Who will implement these findings?
How will you monitor your implementation plan?*

APPENDICES