

Plan Your Reporting Project: Planning Your Evaluation

Key Points

- Determining when and how you will assess the impact of your reporting project is an integral part of your overall project plan.
- Having an evaluation plan in the early stages of the project will enable you to create goals that are realistic and measurable. It will also ensure that you set aside the necessary funding and resources.
- As part of your evaluation plan, it is helpful to anticipate how you'll use what you learn to improve your report and the reporting process.
- Sharing your findings with other report sponsors is an important way to contribute to advancement in the field of quality reporting.

To learn more, go to [How Will You Assess Whether You Achieved Your Goals?](#)

Questions and Tasks

- List all of the ways in which you would like to measure the impact of your report (e.g., a change in the intended audience's awareness that this kind of information is available exists). Determine which goals are short or long term.

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- How will you collect this information? Note anything that has to be done in the early stages of the project (e.g., a survey to establish a baseline) and incorporate this into your project timeline.

Type your response here.

- Do you have the funding and resources needed to move forward with your evaluation plan? If not, can you obtain them? What are your alternatives?

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- How will you document what you learn from the evaluation?

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- How do you think you can use what you learn to improve your report and the reporting process?

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- How will you share the lessons you have learned with your partners? What can you do to share them with organizations external to your project?

Type your response here.

- Learn more about how you can [Plan Your Reporting Project](#).
- List [all topics in the Checklist](#).