

Assess Your Reporting Project: Producing an Evaluation Plan

Key Points

- Planning your evaluation early will help you move quickly when the time comes to implement that plan.
- It is important to be explicit about the short- and long-term objectives for your evaluation. Several evaluation questions can be asked at different stages of your reporting project. You will likely need to prioritize the questions based on the resources available to you. View some evaluation questions in [Evaluating the Process](#) and [Evaluating the Results](#).
- The specific criteria you use to define success should be accepted by your stakeholders.
- When selecting measures to track for your evaluation, consider measures and data sources that are already available. You will also need to determine in advance which qualitative and quantitative methods you will employ to collect data on the measures you have chosen. To learn more, go to [Data Collection Methods To Answer Evaluation Questions](#) and [Tools and Other Needs for Qualitative and Quantitative Methods](#).
- Give some thought to how you will report the findings of your evaluation. Be sure to consider your audiences and tailor the report to fit their needs so that the results are used. Learn more about [The Reporting of Evaluation Findings](#).

To learn more, go to [Elements of an Evaluation Plan](#).

Questions and Tasks

- What are your short- and long-term objectives for evaluating your project?
Type your response here.
 - What criteria will you use to determine whether your project was successful? How will you receive feedback from your stakeholders on the criteria you have chosen?
Type your response here.
 - What are the evaluation questions you need to answer to inform your decisions? Prioritize your evaluation questions based on the resources available to you.
Type your response here.
- Develop a timeline for evaluating your reporting project.
Type your response here.
 - When do you need to get started on different phases of the evaluation?
Type your response here.
 - When do you expect to complete each phase?
Type your response here.
 - Who is responsible for meeting each deadline?
Type your response here.
 - Who will monitor the evaluation process to see whether mid-course corrections are needed?
Type your response here.

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- How will you assess whether your criteria have been met?
Type your response here.
 - Are there any existing or standard measures that you can use?
Type your response here.
 - What data sources will you use?
Type your response here.
 - Indicate whether you are collecting data on individuals (e.g., changes in knowledge, attitudes, or behaviors) or organizations and the type of data you will need.
Type your response here.

 - What data collection methods will you use in conducting your evaluation? Are these methods suitable for the evaluation questions, timeline, and resources you have in mind?
Type your response here.

 - What data collection tools and data analysis methodologies will you use for this evaluation?
Type your response here.
 - Who will collect the data?
Type your response here.
 - Who will conduct the analyses?
Type your response here.
 - Indicate any existing data that are already available to you.
Type your response here.

 - Develop a plan for producing an evaluation report.
Type your response here.
 - Who will prepare the report?
Type your response here.
 - Who is the audience for the report? What is the best way to communicate with them?
Type your response here.
 - Do you expect to promote any aspects of your findings? If so, how?
Type your response here.
- Learn more about how you can [Assess Your Reporting Project](#).
 - List [all topics in the Checklist](#).