3

Evaluation Planning

What should be included in my evaluation?

An **Evaluation Plan** contains information that you already know. The plan simply puts it in writing so that others can know it, too. It assesses the effectiveness of your program in two different ways: implementation evaluation and outcome evaluation.

Implementation evaluation

Measures how well you are implementing your program. It evaluates the Outputs – the Activities and Participants – in your Theory of Change.

Outcome evaluation

Measures your program's effects. It evaluates the Outcomes and Results in your Theory of Change.

This toolkit addresses both implementation and outcome evaluation. In some situations, you may want to write a plan that focuses on only one of these. Then, you can use just the Implementation or just the Outcomes section of the worksheet.

How to write an Evaluation Plan

An Evaluation Plan has six sections, beginning with a list of program objectives you will reference throughout the plan. It may help to consult your Theory of Change while writing your Evaluation Plan. Later in this module, we'll show you how to split these into implementation measures and outcome measures.

1) Program objectives	Program objectives are goals for your program activities, such as participation goals and desired results. Number your objectives so you may easily refer to them in other sections.
2) Evaluation questions	These questions address what you hope to learn from your evaluation so you can determine whether you are meeting your program objectives.
3) Methods	Methods help you determine how you will collect data for each of your objectives, when, and from whom. The surveys or interview questions you'll use to collect these data are described next in the measures section. *Also called a "data collection plan."*

4) Measures	Measures are the tools that you'll use to collect information. What information will you collect? What questions will you ask or what surveys will you use? This may be quantitative *(numbers or ratings)* or qualitative *(fill-in-the-blank questions or verbal interviews).* *Measures are also called "data collection instruments" or "tools."*
5) Data analysis plan	The data analysis plan helps you determine how you will distill and interpret the information you gather. This may involve quantitative analysis *(computing the number of people served or the mean score on a rating of how much people learned)* or qualitative analysis *(a program success story, or the top three things people said they learned).* You should have a plan to analyze each batch of data you gather.
6) Reporting	Reporting lets you inform others *(funders or stakeholders in your program)* what you have learned in your evaluation. Examples are a written report or a presentation.

Writing Evaluation Plans can seem overwhelming. One way to start is by writing as if you were explaining your program objectives to a friend. "What we're trying to do is __________. First, we need to ___________. We're going to see how well we're doing by __________." Let your ideas flow, then go back and finalize your writing later.

Required evaluation for RPE grantees

Washington State’s RPE program has some requirements for implementation and outcome evaluation.

Required implementation evaluation

All RPE grantees are required to evaluate their use of the Washington State RPE Prevention Principles. Your evaluation plan should include questions that measure how well your program is following these principles.
You may learn more about the principles in the Appendix: **Required Evaluation of Prevention Principles document**.

Required outcomes evaluation

Washington State requires that RPE grantees measure several key outcomes, in addition to outcomes that are specific to your program. Your Evaluation Plan should include these key outcomes, which are based on research in sexual violence prevention. You may learn more about these requirements in **Module 12**.

	Implementation	Outcomes
Program objectives	*What will you do to implement your program?* 1) Preventionist and fraternity leadership will identify and recruit 64 Peer Opinion Leaders (POLs) (two at each of 32 fraternities) by end of fall quarter (November) 2018. 2) Preventionist and fraternity leadership will carry out two POL training sessions (two to allow for POL scheduling needs), one day each, in January 2019. 3) After the first training, we will identify ways to improve how the program is delivered in the second.	*What changes do you want to see in your participants?* 4) POLs will decrease their own endorsement of hostile masculinity. 5) Fraternity brothers will decrease their endorsement of hostile masculinity. Notice how program objectives 1-5 correspond with evaluation questions 1-5.
Evaluation questions	*These questions describe what you hope to learn from your evaluation in order to determine whether you are meeting your program objectives.* 1) Did we succeed in recruiting the target numbers? 2) Did we succeed in carrying out the two sessions? 3) What worked and did not work, and how can the program be improved?	*These questions describe what you hope to learn from your evaluation in order to determine whether you are meeting your program objectives.* 4) What effects is the programming having on fraternity POLs? 5) What effects is the programming having on fraternity brothers?

	Implementation	Outcomes
Methods	*When, how, and from whom will you collect information to assess how well the delivery of your program is going?* 1) The preventionist will collect data on objective 1 (POL recruiting) as the quarter unfolds. 2) The preventionist will also keep track of when the two POL trainings planned in objective 2 are conducted, and how many POLs attend. 3) Training sessions a. The preventionist will keep track of how the presentation went, along with what seemed to work and not work. b. Participants will fill out feedback forms at the end of each training session.	*When, how, and from whom will you collect information to assess how well your program is having the desired effects on participants?* 4) We will collect data on objective 4 (decrease POL endorsement of hostile masculinity) from POLs using pre- and post-training surveys. 5) We will collect data on objective 5 (decrease fraternity brothers' endorsement of hostile masculinity) from all available fraternity brothers using surveys at the beginning of the POL program (January 2019) and at the end of the academic year (May 2019).
Measures	*What information will you collect to assess how well the delivery of your program is going? Will you use a survey? If so, will it be paper or electronic?* 1) Preventionist will track POL recruitment with an enrollment spreadsheet that lists POL names and contact information. 2) Preventionist will note completion of POL trainings and attendance in a project log. 3) POL trainings a. Preventionist will produce a written log of observations about what went well and what did not. b. A participant feedback form will ask POLs to rate on a 1-to-5 scale how engaging and informative the presentation was. The form will offer a place for POLs to write in suggestions for improvement.	*What information will you collect to assess how well your program is having the desired effects on participants? Will you use a survey? Will you create your own survey questions or use those developed by others? Will it be a paper or electronic survey?* 4) We will collect data from POLs using two pre-existing, validated quantitative survey measures of hostile masculinity, the Adolescent Masculinity Ideology in Relationships Scale (AMIRS) and the Hostility Toward Women Scale. We will use a paper and pencil survey. 5) We will use the same measures as in 4.

	Implementation	Outcomes
Data analysis plan	*How will you analyze and make sense of the information you collect about the delivery of your program?* 1) Objective 1 (Recruiting): Sum up the number of POLs recruited in each fraternity. 2) Objective 2 (POL training completion): Sum of the number of POLs who attend each training. Compute success at meeting recruitment goals by dividing this number by 64 (the number we intended to reach) and converting this answer into a percentage. **Recruitment Success Rate** = The number of people you **actually** delivered your program to / The number of people you **intended** to deliver it to 3) Objective 3 (POL training evaluation): a. We will review notes about how the program went, and will identify areas and ways to make improvements, both in this year's second training and in future trainings. b. We will review participants' suggestions for improvement and identify ways to implement them; we will compute average scores on participants' feedback ratings. In later presentations, we will implement the improvements we identify.	*How will you analyze and make sense of the information you collect about the effects of your program?* 4) Objective 4: We will enter POL pre- and post-test survey data into an Excel spreadsheet. Using the spreadsheet, we will first compute scores on the two measures by taking the average of answers on each of the questions. Then we will compute the amount of change from pre- to post-training. We will also note what the range of scores were at pre- and post-training (that is, the lowest to the highest score). 5) Objective 5: We will do the same calculations on data from fraternity brothers as we did in Objective 4 for POLs, because we are using the same surveys with both groups.

	Implementation	Outcomes
Reporting .	*How and to whom will you report findings about the delivery of your program?* Along with some of our POLs, we will do a presentation to the fraternity council describing our implementation evaluation findings. We will have developed the following materials from which to select when putting together these reports. We will create text and bullet points based on findings for objectives 1 through 3. These will include: • What went well and what challenges occurred • Lessons learned • Improvements made • Recommendations for future	*How and to whom will you report findings about the effects of your program?* We will create tables showing all findings from the outcomes data analysis. From these numbers, we will create bar or line graph figures to present the same information visually.

	Implementation	Outcomes
Program objectives	What will you do to implement your program?	What changes do you want to see in your participants?
Evaluation questions	These questions describe what you hope to learn from your evaluation in order to determine whether you are meeting your program objectives.	These questions describe what you hope to learn from your evaluation in order to determine whether you are meeting your program objectives.
Methods	When, how, and from whom will you collect information to assess how well the delivery of your program is going?	When, how, and from whom will you collect information to assess how well your program is having the desired effects on participants?
Measures	What information will you collect to assess how well the delivery of your program is going? Will you use a survey? If so, will it be paper or electronic?	What information will you collect to assess how well your program is having the desired effects on participants? Will you use a survey? Will you create your own survey questions or use those developed by others? Will it be a paper or electronic survey?
Data analysis plan	How will you analyze and make sense of the information you collect about the delivery of your program?	How will you analyze and make sense of the information you collect about the effects of your program?
Reporting	How and to whom will you report findings about the delivery of your program?	How and to whom will you report findings about the effects of your program?