Four Steps to an Evaluation Plan

From the National Network of Libraries of Medicine Evaluation Office
https://nnlm.gov/neo/members/evaluationresources
Links are to sections in Planning and Evaluating Health Information Outreach Projects series designed to supplement Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach. The planning guides are available online, but to receive a PDF of Measuring the Difference book via email, send an email request to nnlmneo@uw.edu.

1. Do a Community Assessment

A community assessment helps you determine the health information needs of the community, the community resources that would support your project, and information to guide you in your choice and design of outreach strategies.

- Get organized
  - Network and identify a team of advisors
    - Suggested networking opportunities
    - Book1 Worksheet: Networking
  - Conduct a literature review
  - Take an inventory of what you already know and what you don't know (SWOT Analysis)
  - Develop community assessment questions
- Collect data about the community
  - Secondary sources (some suggestions – see Secondary Data Sources at end of handout)
  - Primary sources (interviews, focus groups, questionnaires, observations, site visits, online discussions)
    - Book 1 Worksheet: Site Visit
- Interpret findings and make project decisions

2. Make a Logic Model

A logic model is a planning tool to clarify and graphically display how your activities are logically linked to the impact you hope to make with your project.

- How to do it (work from right to left, starting with outcomes)
- Outcomes are the results or benefits of your project - Why you are doing the project
  - short-term outcomes such as changes in knowledge
  - intermediate outcomes such as changes in behavior
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- long-term outcomes such as changes in individuals' health or medical access, social conditions or population health
  - Logic Model Blank Worksheet: Book 2 Worksheet: Logic Models
  - Sample Logic Model

3. Develop Measurable Objectives for Your Outcomes

Outcomes are the results you are pursuing with your project. Measurable objectives communicate the evidence you will collect to show results and your criteria for determining success.

- For your outcomes (mostly short-term and intermediate), identify
  - Indicators (observable signs of the outcome)
  - Target criteria (level that must be attained to determine success)
  - Time frame (the point in time when the threshold for success will be achieved)
- How to do it
- Write your measurable objectives
  - Outcome Objective Blank Worksheet (the top section): Book 2 Worksheet: Outcome Objectives
  - Sample Outcome Objective using Success Criteria
  - Sample Outcome Objective using Change over Time

4. Create an Evaluation Plan

- Process Evaluation: Are you doing what you said you'd do?
  - Sample Process Evaluation Questions and Evaluation Methods
- Outcome Evaluation: Are you accomplishing the WHY of what you wanted to do?
  - Outcome Objective Blank Worksheet (the bottom section): Book 2 Worksheet: Outcome Objectives
  - Data Source: Examples of Data Sources
  - Evaluation Method: Examples of Evaluation Methods
  - Data Collection Timing: When you collect the data (ie. immediately after training, at the end of the project, etc.)
## Secondary Data Sources

<table>
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<tr>
<th>Type of information</th>
<th>Sources</th>
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| Demographic information (e.g., gender, age, income levels, ethnicity) | - US Census data  
  https://data.census.gov/cedsci/  
  http://www.census.gov/quickfacts (link is external)  
  https://datacenter.kidscount.org/  
- Kids Count Data Center |
| Minnesota Demographics                             | https://mn.gov/admin/demography/             |
| Minnesota Government websites (city, county, etc.) | https://mn.gov/portal/government/local/      |
| StateMaster.com/Minnesota                          | http://www.statemaster.com/state/MN-minnesota|
| Minnesota Tourism                                  | https://www.exploreminnesota.com/index.aspx  |
| Minnesota Chambers of Commerce                     | https://www.officialusa.com/stateguides/chambers/minnesota.html |
| Listings of local community-based organizations:   | https://www.minnesotanonprofits.org/membership/membership-lists/nonprofit-member-list |
  - Minnesota Non-Profits.org                       | https://mcf.org/directory                    |
| Information and statistics about public libraries  |                                              |