



Evaluation and Assessment Planning Framework, Part 1: Focusing Evaluation

Program or Component: _____

Learning Outcome or Program Objective: _____

Evaluation Question: _____

(See Guidelines for Developing Evaluation Questions, page 3)

Data Sources	Data Collection Tools	# or Frequency, Admin Dates	Data Analysis Techniques
1.			
2.			
3.			

Evaluation and Assessment Planning Framework, Part 2: Resource Allocation

What resources will you need from:

	Personnel	Training or Technical Assistance	Other Resources
Your Organization			
District or Partners			
AEP, OMG, DGC, Other Ford Sites			

Guidelines for Developing Evaluation Questions

Good evaluation planning begins with good evaluation questions. They can help to focus the evaluation, thus ensuring that it is manageable and feasible within budgetary and timeline constraints. Good questions can help ensure that the needs of varied stakeholders are recognized and included. They also can give direction to an evaluation consultant and provide an outline for data collection, analysis, and reporting. Effective evaluation questions have the following characteristics:

- 1. Significant.** The questions should reflect things that matter and are important. They should strongly reflect the mission, goals, and targeted outcomes of your program, as well as the needs and concerns of relevant stakeholders.
- 2. Focused.** The questions should be relatively limited in number and scope. Select the most important questions, whose answers will provide essential data. Their language should be specific and reference project components and beneficiaries. When possible, phrase questions as open-ended, not just yes-or-no questions. Examples: “To what extent has the program attained...?” and “In what ways are students learning...?”
- 3. Assessable.** There should be efficient ways to collect data that will provide answers to the questions. Examples: **Assessable:** Did participation in the program result in more parental involvement? **Not Assessable:** Will students in the program be more successful in later years?

Source: Ohio Arts Council. *Learning Resources for School Leaders and their Arts Partners, Evaluation Studio:*

<http://www.oac.state.oh.us/GrantsProgs/NEAleadership/EvaluationStudio.asp>