

Sample Evaluation Planning Matrix

Project/Program to be evaluated:

Program goal:

Important context: (What's happening and who cares?)

Stakeholders: (Who needs to buy in to results?)

Deadline:

Team: (Who is going to do the work and stand behind results?)

Budget/Cost:

Evaluation Question	Information Required	Information Source(s)	Data Collection Methods	Data Analysis Methods	Limitations	What the analysis will allow you to say.

Evaluation Question	Information Required	Information Source(s)	Data Collection Methods	Data Analysis Methods	Limitations	What the analysis will allow you to say.
<p><u>WHAT DO THEY WANT TO KNOW?</u></p> <ul style="list-style-type: none"> *Clear and specific *Fair and objective *Politically neutral *Measurable *Doable *Key terms defined Scope Timeframe Population 	<p><u>WHAT DO YOU NEED TO ANSWER THE QUESTION?</u></p> <ul style="list-style-type: none"> *Evidence Physical Testimonial Documentary Analytical *Program criteria *Agency procedures *Participant rates *Cost information *Funding levels 	<p><u>WHERE ARE YOU GOING TO GET IT?</u></p> <ul style="list-style-type: none"> *Officials *Program participants *Inventory records *Data bases *Laws and regulations *Previous studies 	<p><u>HOW ARE YOU GOING TO GET THE INFORMATION?</u></p> <ul style="list-style-type: none"> *Structured interviews *Focus groups *Structured questionnaires or surveys *Visual inspection *File review 	<p><u>WHAT WILL YOU DO WITH IT ONCE YOU GET IT?</u></p> <ul style="list-style-type: none"> *Descriptive statistics *Cost/benefit analysis *Inferential statistics *Qualitative analysis *T-test *Regression analysis 	<p><u>WHAT CAN'T YOU DO (CAVEATS)?</u></p> <ul style="list-style-type: none"> *Generalize *Data quality and reliability *Access to records *Staffing/travel constraints 	<p><u>WHAT CAN YOU SAY?</u></p> <ul style="list-style-type: none"> *Not the expected finding *Anecdotal information *Precise statements about sample *Extrapolate to larger universe *Cost of various program options *Impact of program changes

Sample Evaluation Planning Matrix

Project/Program to be evaluated: TarHeelboro Farmer's Market Food Sharing Program

Program goal: to reduce hunger by diverting surplus farmers market products from waste and encouraging donations to community pantries

Important Context: This program was started by a single local farmer 5 years ago and has grown dramatically. They are now seen as a model for similar programs. But they have always just "done stuff". Now, to secure local government and foundation funds to scale up, they need to be seen as not just a 'one shot wonder' or anecdotal success story. They need to have a plan/theory of how the program is effective and measures of success.

Stakeholders: Farmers who donate produce; individual contributors; potential funders (specifically the Really Big Foundation which has invited a proposal for funding, and potential partners/regulators, specifically Mayor Carolina Blue, a major vocal political supporter, City Planner Jones, and Depts of Ag, Public Health and Revenue officials who are now taking notice of the program).

Deadline: If grant funds are received from the Really Big Foundation, the evaluation report will be due by January 1.

Team: Evaluation Director will be a third-party volunteer consultant, aided by in-house staff of Joyce (program manager) and Ray, intern.

Cost: Budget is capped at \$500

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