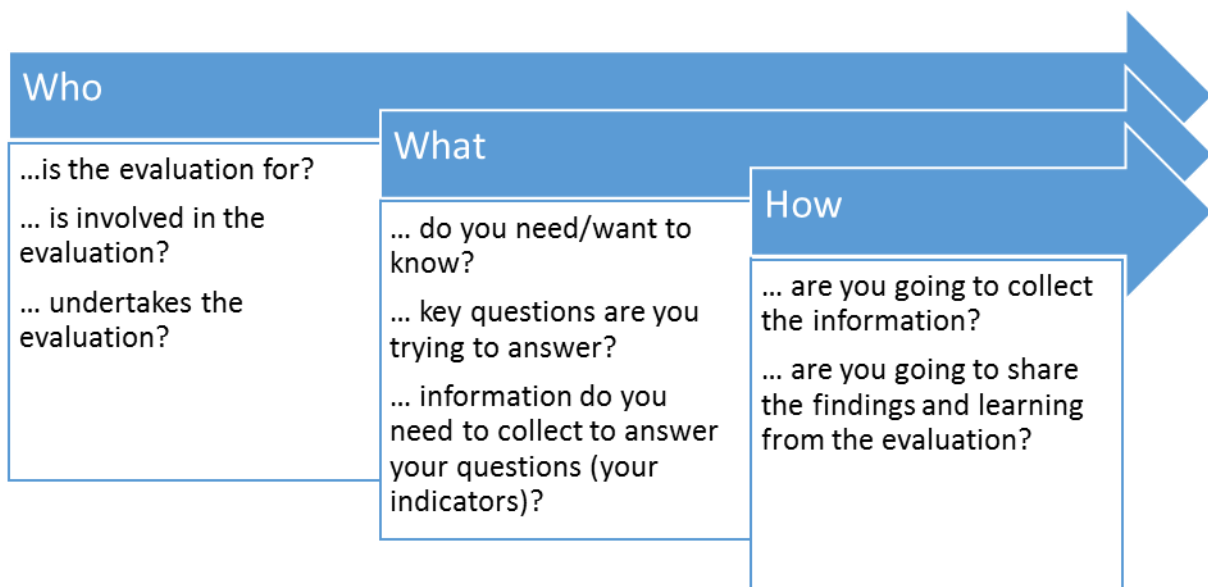


Fundamentals of evaluation planning (UCL Public Engagement Unit 2017)

There is no 'off the shelf' or 'one-size fits all' approach to evaluating projects/activities. There are various approaches, ranging in focus (i.e. assessing processes, outputs and/or outcomes and impacts), timing and methods used (e.g. quantitative and/or qualitative). So, a good starting point when planning your evaluation strategy to think about the aims of your activity - i.e. what you want to achieve with your project. Basically, if you're clear about your aims it will help plan the evaluation of your activity, and what information you will need to collect to help you understand if you have met your aims. This should then help you understand what impacts your project has had, and why. It is worth spending time producing an evaluation and monitoring plan. This is a guide to help you work out what you should evaluate, what information you need and who you are evaluating for.

Planning the evaluation of your project will involve you answering the following questions:



These are the following stages to conducting an evaluation:

1. Answer your key questions to plan the evaluation
2. Decide methodology
3. Design evaluation methods / tools
4. Pilot and modify methods
5. Collect your evaluation data
6. Analyse the data
7. Produce "reports" (the write up of the evaluation)
8. Share the findings and learning from your evaluation