

## *Tips for Conducting an Evaluation*

### *1. Develop Evaluation Questions*

- ◆ Clarify goals and objectives of the evaluation.
- ◆ Identify and involve key stakeholders and audiences.
- ◆ Describe the intervention to be evaluated.
- ◆ Formulate potential evaluation questions of interest to all stakeholders and audiences.
- ◆ Determine resources available.
- ◆ Prioritize and eliminate questions.

### *2. Match Questions with Appropriate Information-Gathering Techniques*

- ◆ Select a general methodological approach.
- ◆ Determine what sources of data would provide the information needed.
- ◆ Select data collection techniques that would gather the desired information from the identified sources.

### *3. Collect Data*

- ◆ Obtain the necessary clearances and permission.
- ◆ Consider the needs and sensitivities of the respondents.
- ◆ Make sure data collectors are adequately trained and will operate in an objective, unbiased manner.
- ◆ Cause as little disruption as possible to the ongoing effort.

### *4. Analyze Data*

- ◆ Check raw data and prepare data for analysis.
- ◆ Conduct initial analysis based on the evaluation plan.
- ◆ Conduct additional analyses based on the initial results
- ◆ Integration and synthesis of findings.

### *5. Provide Information to Interested Audiences*

- ◆ Provide information to the targeted audiences.
- ◆ Deliver reports and other presentations in time to be useful.
- ◆ Customize reports and other presentations.