

## NOAA California B-WET Program

### Tool: Evaluation Design Checklist

An evaluation plan documents the details of your evaluation design—what information you need to make informed decisions and how you will go about gathering that information. Evaluation design is often an iterative process that prioritizes the evaluation questions based on the resources and time available. No one has all the funding or time they need to answer all the evaluation questions they have. To help you detail your evaluation plan (which you outlined in your California B-WET grant proposal), we've developed this checklist.

Does your evaluation plan include:

\_\_\_\_\_ Statement of Purpose

Complete this sentence: "This evaluation will provide [who, the decision makers] with [what information] and [from whom] in order to make [what decisions]."

\_\_\_\_\_ Evaluation Goals

Develop a list of evaluation goals, usually in the form of issues / questions that you want the evaluation to answer. Do you want to know if participants liked the program, found it useful and interesting? Do you have questions about audience learning, changes in attitudes or abilities / skills? Do you want to know your project's impact on participants, on the community, on the environment? Do you want to know how your project compares to other similar projects?

\_\_\_\_\_ Audience Definition / Description

From whom are you going to gather data and what do you know about them? Are there any audience issues (age, education level, technology access, language, culture / ethnicity, etc.) which may influence data collection?

\_\_\_\_\_ Outcomes

What is your project supposed to accomplish (objectives) and are they measurable? Which outcomes will you measure for your evaluation?

\_\_\_\_\_ Methods

Which method(s) will you use to collect evaluation data: interviews, surveys, observations, portfolios, concept maps, etcetera? Will you use multiple methods? What instruments (forms with questions) do you need and what will they look like? Will you collect data from your entire audience or collect from a sample, and how many people will participate in this evaluation?

\_\_\_\_\_ Data Analysis & Results Reporting

How will you analyze and report your data? Are you using descriptive statistics (frequencies, percentages, maybe standard deviations), or are you comparing groups and so using inferential statistics (statistical tests) to draw conclusions?

\_\_\_\_\_ Budget & Schedule

How much do you have to spend on the evaluation and will you need to be strategic (limit the evaluation questions or number of people involved) given your funding? What's the timeline for decision-making, and hence the timing for the evaluation?