APPENDIX D

Program/Project Evaluation Guidance

Evaluation activities are conducted to demonstrate the value of a project/program and to improve the way it succeeds and works. An evaluation approach should have sufficient rigor in its efforts to determine the impact of a project/program and to guide its implementation and management.

Since there is no single, "best" approach to evaluation for all situations, it is important for you and your funder to determine the questions that need to be answered, the types of activities and tasks that will provide the answers, and the data collection methods that will give you useful evidence and trustworthy information. Evaluation activities are ongoing and occur at every phase of a project's/program's implementation.

Typical project/program evaluation activities include:
- Identifying what stakeholders (e.g., funders, program implementers, active program supporters, participants, decision-makers) want to learn from the evaluation.
- Specifying the goals and objectives of the project or program that should be evaluated.
- Identifying a set of evaluation questions you want to answer based on the goals and objectives most important to answer.
- Describing the milestones and activities that will lead to the meeting the objectives
- Describing the information to be gathered to show the achievement of the objectives, activities, and outcomes desired
- Specifying how the project will determine that it is reaching the intended audience
- Specifying how the project will determine any changes that occurred in the intended audience
- Describing how the information and data will be collected in a standard or consistent manner
- Describing the framework for issuing findings, conclusions, and recommendations

The primary goal of evaluation is to ensure the evaluation process and findings are meaningful and useful to those ultimately responsible for implementing, funding and/or improving the project. Determine what evaluation configuration or design makes the most sense given your situation, project, or program.

Evaluation results will help TSET, and others understand the impact, strengths, and challenges of a project/program as well as how it might be replicated.

Evaluation Plan (no page limit)
Provide an evaluation plan describing:
1. Specific questions to be answered.
2. Expected results.
3. Specific, measurable indicators that will help answer the evaluation questions and provide credible evidence of success.
4. Evaluation instruments or tools to be used.
5. Methods for collecting data.
6. Methods for analyzing the data.
7. How the results will be reported.

APPENDIX D

Along with the description, provide a timeline detailing the timing and completion of each major evaluation activity listed as well as anticipated reports or other deliverables to be issued periodically.

Describe any technical assistance needed with developing and evaluation design and indicate your organization's willingness to participate in an external evaluation, if needed.