



# 5-STEPS TO PROGRAM EVALUATION



## Step 1: Define and Validate Program Objectives

Purpose: Define clear, measurable program goals for evaluation.  
Key Activities: Review documents; interview stakeholders; apply SMART criteria; create logic model linking activities to outcomes; validate with stakeholders.  
Deliverable: Written program objectives and logic model.



## Step 2: Map Stakeholder Landscape and Information Needs

Purpose: Identify stakeholders and their information needs.  
Key Activities: Create stakeholder inventory, analyze influence and interests, interview key parties, document program success views, and pinpoint evaluation champions and barriers.  
Deliverable: Stakeholder map detailing information needs and evaluation priorities.



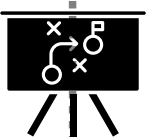
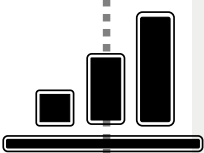
## Step 3: Formulate Focused Evaluation Questions

Purpose: Define clear, measurable program goals for evaluation.  
Key Activities: Review documentation, interview stakeholders, apply SMART criteria, create a logic model linking activities to outcomes, and validate objectives with stakeholders.  
Deliverable: Written program objectives and logic model.



## Step 4: Design Data Collection and Measurement Strategy

Purpose: Identify methods for collecting valid data to answer evaluation questions.  
Key Activities: Inventory data sources, choose collection methods, develop indicators, design instruments, consider mixed methods, and plan baseline data.  
Deliverable: Data collection plan with instruments, timelines, and measurement framework.



## Step 5: Conduct Feasibility and Resource Assessment

Purpose: Verify evaluation feasibility within organizational limits.  
Key Activities: Estimate costs; assess capacity and timeline; review data quality, ethics, risks; plan contingencies.  
Deliverable: Feasibility report with evaluation scope and approach recommendations.

