Phase 2: Developing Strong Evaluation Questions

Workshop 2 (90 minutes)

Time	Topic	Activity Notes	Materials
5 mins	**Welcome** • Re-orientation to where we are in the evaluation process • Today's goals and agenda		Power Point Deck
10 mins	**Check in on next steps from previous meeting** • Review logic model and address questions		Completed logic model draft
30 mins	**Defining evaluation audience and purpose** • Explain purpose of identifying audience • Present example • Complete handout 6: Identifying evaluation audience and purpose	Present Handout 6 and talk through the example provided. As a group, take 20-25 minutes to identify the stakeholders relevant to this evaluation and complete Handout 6 answering the questions: - Who is the stakeholder? - What questions might they have about the initiative? - How might they use the evaluation results? - How often should we communicate with them? *Note: You may break up your team into pairs or smaller groups and divide the various stakeholders among the groups for efficiency. If you do so, come back together and share out.*	Handout 6: Identifying evaluation audience and purpose
40 mins	**Using the logic model to develop evaluation questions** • Explain purpose • Review example from logic model • Brainstorm evaluation questions	Review the elements of a logic model and present an example of how you can use the logic model to identify evaluation questions.	Handout 7: Evaluation questions mapping and prioritization

	• Prioritize evaluation questions	Present Handout 7 and explain that we want to identify evaluation questions that align with each component of our logic model.
		
		As a group, take 30-35 minutes and brainstorm evaluation questions on Handout 7. Describe the purpose of each evaluation question and ensure it meets the following criteria:
		   - Is aligned to purpose of the evaluation
		   - Can be answered with data the team is able to collect.
		   - Will provide the most useful and actionable information.
		
		As a group, use the criteria to prioritize each question and record the prioritization on Handout 7.	

5 mins	**Next Steps and Next**
	   • Review next steps
	   • Review date, time, location of next meeting.		