EVALUATION BUILDING BLOCKS

Kinnect group

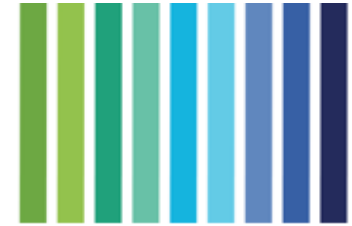| 1	2	3	4	5	6	7	8	9
Set up evaluation for success	Develop key evaluation questions	Agree on performance criteria and determine importance	Develop a framework to assess performance	Agree on credible evidence	Design and implement data collection	Analyse, compile, assemble and order the evidence	Synthesis and sense-making	Reporting, using and socialising results

QUESTIONS TO ASK

1

What is evaluation?

Why bother with evaluation?

Who are we doing this for?

What's the purpose of our evaluation?

Who will use the evaluation?

What will the consequences of the evaluation be?

What is it that we are evaluating?

What is the strategy, project or programme trying to achieve?

How is it going to achieve this?

What's going on in the current situation?

2

What do we want to know about quality, value and importance in relation to this strategy, project or programme?

What do we want to learn?

How might we apply the findings to future decisions about the current initiative? Will we need to use or apply the findings to another initiative?

3

What are the needs we are trying to address?

What's valued in this context?

What's important to focus on?

How important is each of the criteria in relation to the other criteria?

4

What does quality and performance look like in this context?

What does good quality and performance look like?

What does poor quality and performance look like?

What phase are we in and so what performance can we reasonably expect at this stage of development?

5

What evidence is credible to whom, and in what circumstances?

What kind of evidence is feasible in context?

What different sources of data are there for triangulation, particularly on important criteria?

Do we have multiple sources of data for each evaluation criterion?

Where there is a shortage of data, what information gives approximate answers to important questions?

What perspectives are included and missing?

Can we use existing data or someone else's, or do we need to collect new data?

6

What methods of data collection are appropriate and relevant in this context?

What's the most efficient way to collect and gather the data needed?

What are the trade-offs that have to be made?

When do we have enough data?

How credible is the data, and to whom?

How will we address causality or contribution?

7

What does each of the data sources show?

How robust is the data?

Do we have enough data?

How confident can we be about each source of data?

How much weight should we put on different sources of data?

8

Who should be part of the evaluative reasoning process?

Now that we've considered the evidence, what do we think about performance (quality, value and importance), and why do we think it?

What is the significance of this for the strategy, programme or project?

How transparent is our evaluative reasoning?

How confident are we that our judgements will be seen as credible and sound?

9

Who is this report for?

What's the best way to frame the evaluation findings and conclusions?

What are the decisions that will be made as a result of the evaluation?

Who needs to be influenced by the evaluation?

How do we share the results in a useful and meaningful way?

What format(s) will help ensure the evaluation is used and socialised?

How else might the important messages be communicated?