

# Penn State **Extension**

## *Developing Your Engagement Evaluation Plan*

### **Overview/Background**

The following questions identify a number of considerations you will need to address in order to develop an effective Evaluation Plan for your community engagement effort.

1. What are the **primary purposes** for which your engagement effort will likely need evaluation data in the next 1- 3 years?
2. Who are the **major stakeholder groups** for whom effective evaluation data would be most effective?
3. What are the most **common types of data** your stakeholder groups are most interested in (process, product, output, outcome, impact etc.)?
4. What are the **greatest challenges** your engagement effort is likely to have related to collecting effective evaluation data?

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## Complete Worksheet for Each Program/Activity to be Evaluated

1. Program/activity to be evaluated: \_\_\_\_\_
2. Stakeholders for whom results will be the most relevant \_\_\_\_\_
3. Program type (i.e. educational, activity/event; coordinative/collaborative, etc.) \_\_\_\_\_
4. What will you evaluate? (process, product, or outcome) \_\_\_\_\_
5. Primary outcomes you are interested in assessing? (skills learned, behavior changed, confidence strengthened, trust built, participation expanded, community or issue specific metrics, partnerships developed, etc.)  
 \_\_\_\_\_
6. Data collection method (survey, observation, secondary data analysis) \_\_\_\_\_
7. Evaluation timing (baseline, pre-event, post event, short medium, long term) \_\_\_\_\_
8. Do you have baseline data from which to compare results or outcomes? \_\_\_\_\_

Steps Required	Expected Initiation Date	Expected Completion Date	Responsible Individuals Or Committees	Additional Resources Required /Comments
1.				
2.				
3.				
4.				
5.				
6.				
7.				