Conducting Yourself as an Evaluator

1. Interpersonal skills
2. Professional Practice

Conducting an Evaluation

3. Evaluation Approach
4. Program Description
5. Evaluation Plan
6. Program Monitoring and Tracking
7. Collect, Analyze, and Interpret Data
8. Evaluation Reporting/Communication
9. Evaluation Use

Evaluation Expertise

1a. Remain open to input
1b. Pursue professional development in evaluation and content areas
1c. Build professional relationships within the public health/evaluation network
1d. Use conflict resolution skills to address conflicts as they arise
1e. Communicate effectively using verbal, written, and listening skills

2a. Understand and integrate professional evaluation standards into work
2b. Act ethically
2c. Respect all stakeholders’ time, input, and values
2d. Contribute to the knowledge base
2e. Experience conducting evaluation in a variety of settings and among a variety of audiences

3a. Determine program’s readiness for evaluation
3b. Conduct foundational research to understand program context
3c. Identify stakeholders’ interests and values
3d. Design the evaluation
3e. Conduct process evaluation
3ei. Articulate how and why a program operates
3f. Conduct outcome evaluation
3g. Conduct evaluation in non-disruptive manner
3h. Remain flexible to evaluation plan changes

4a. Describe program
4b. Specify program theory
4c. Document and track organizational and political context

5a. Develop and implement a SMART evaluation plan
5b. Frame evaluation questions based on theory and stakeholders’ interests
5c. Budget and justify evaluation cost and needed resources

6a. Develop and implement process measures
6b. Monitor process indicators to assess program progress
6c. Develop and implement outcome measures
6d. Monitor movement towards outcomes to determine program success

7a. Conduct quantitative and qualitative methods
7b. Conduct mixed methods
7c. Interpret data with stakeholders
7d. Remain informed and up-to-date with data collection and analysis technology
7e. Analyze data and synthesize information

8a. Plan strategies for communication and reporting of findings
8b. Communicate findings to stakeholders and various audiences
8c. Serve intended users’ informational needs
8d. Make judgments and recommendations
8e. Report methods and results
8f. Note evaluation strengths and limitations

9a. Translate evaluation findings into user action
9b. Facilitate use of evaluation findings and recommendations
9c. Present work in a timely manner, as defined by program