

Negotiating evaluations: Dimensions of an evaluative plan (adapted from Owen and Rogers, 1999)

1. Specifying the evaluand

What is the focus of the evaluation?

2. Orientation or purpose(s) of the evaluation

Why is the evaluation being done?

3. Clients or commissioners/primary audience

Who will receive and use the information?

4. Evaluation resources

What human and material resources are available?

5. Evaluation focus/foci

Which elements of the program will need to be investigated? - program context, program design, program implementation, program outcomes or a combination?

6. Key evaluation issues/questions

- ***Assembly of evidence/data management***

What are the key questions and how can we collect and analyse data to answer them?

What criteria will form the basis of evaluative judgments?

For each key question, outline the data management techniques to be used

- ***Key questions - To what extent does...? Is there...? In what way does...?)***

Key question 1	Key question 2	Key question 3
Data management 1	Data management 2	Data management 3

- ***Data management***

What are the most appropriate methods of data collection and data reduction?

Collection - is sampling important? Is anything known about this phenomenon from other sources? How will the data be collected?

- ***Analysis and interpretation***

How will the data be analysed to address the key evaluation questions?

7. Dissemination

- What strategies for reporting will be used?
- When will reporting take place?
- What kinds of information will be included (findings, conclusions, judgments, recommendations)

8. Codes of behaviour

What ethical issues need to be addressed?

9. Budget and timeline

Given the resources, what will be achieved at key time points during the evaluation?

10. Other considerations that may emerge in the course of the negotiation?