Program Evaluation Plan Template

Rural Allied Health Training Network Technical Assistance

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# Background and Purpose

Rural Health Innovations (RHI), LLC is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation’s leading technical assistance (TA) and knowledge centers in rural health. In partnership with The Center, RHI enhances the health of rural communities by providing products and services with a focus on excellence and innovation. RHI is providing TA to the Allied Health Workforce Training Network grantees through a contract with the Federal Office of Rural Health Policy.

Evaluation of grant funded programs is critical to both the success and sustainability of the program. It is critical to assess impact of the program objectives to demonstrate value, monitor progress toward program goals, and to identify potential best practices and lessons learned. Evaluation findings are also used to improve program performance. This document will provide you with a useful Evaluation Plan Template for writing your Allied Health Training program evaluation plan. The Evaluation Plan Guide has been developed to support the template document.

The purpose of this template is to support writing a program evaluation plan. Although this specific Evaluation Plan template is not required as part of the grant deliverable, the following components are recommended:

1. **Program Description**: Setting context for the evaluation plan including, program mission, vision, listing of program goals and objectives, network history and members.
2. **Evaluation Design**: Describing the purpose and method of evaluation. Include a diagram of your planning framework using either a strategic planning framework or a Logic Model framework.
3. **Plan to Measure Key Data**: Selecting key process and outcome data and identifying specific and defined measurements.
4. **Collecting and Reporting Results**: Gathering and illustrating program progress and impact.
5. **Communication** **Plan** **of Key Results**: Intentionally and purposefully sharing evaluation results with members, partners, community and funders, that demonstrates success and value.

**To use this Evaluation Plan template for writing your program’s plan:**

1. Revise the Report page to reflect appropriate and specific program information, such as, date of the evaluation, and authors of the evaluation
2. Remove Background and Purpose information within the first two pages of this template document.
3. Change the header to reflect the program name
4. Complete the sections provided with relevant information in the form of narratives, tables, diagrams, and charts as appropriate.
5. Program Description: Setting context for the evaluation plan, with the external reader in mind, should be no more than two pages and may include the following. See *Program Evaluation Plan Sample* for an illustration of this program description section.
6. Program description including mission and vision or goals
7. List of program goals and associated objectives, using a number system that tracks throughout the entire evaluation plan

**Goals and Objectives:**

* 1. Goal

1. Objective
2. Objective
   1. Goal
3. Objective
4. Objective
5. Program history
6. Program value propositions
7. Program members
8. Evaluation Design: Describing the purpose and method of evaluation. Include a diagram of your planning framework using either a strategic planning framework or a Logic Model framework. The narrative portion of this section should be no more than 1 page and may include the following. See *Program Evaluation Plan Sample* for an illustration of this evaluation design section.
9. Describe the purpose and reason for writing an evaluation plan
10. Identification of the planning framework
11. A diagram to illustrate alignment of program objectives (strategies or outcomes) and activities with program goals.

1. Plan to Measure Key Data: Selecting key process and outcome data and identifying specific and defined measurements is critical to an evaluation plan, this also includes considering when to collect the data and who is responsible. See *Program Evaluation Plan Sample* for an illustration of this program plan measuring key data section.

**Plan to Measure Key Data Chart:** Track Activities and Monitor Impact

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **GOAL I:** | | | | | | |
| **Program Objective** | **What** | | | | **When** | **Who** |
| **Measure Description of an Output or Outcome** | **Target** | **Definition of Measure** | **Method of Collecting Data** | **Frequency of Data Collection** | **Who is responsible for gathering the data** |
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1. Collecting and Reporting Key Results:This section of the Evaluation plan provides a means to gather and illustrate program progress and impact to its members and the community. The results are an assessment of the program’s effectiveness. Consider using a scorecard to illustrate progress toward key program actions and outcomes. See *Program Evaluation Plan Sample* for an illustration of this program collecting and reporting key results section.

**Evaluation Results Scorecard**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **GOAL I**: | | | | | | | | |
| **Program Objective** | **What** | | **When** | **Results** | | | | |
| **Measure Description of an Output or Outcome** | **Target** | **Frequency** | **Qtr. 1** | **Qtr. 2** | **Qtr. 3** | **Qtr. 4** | **Annual** |
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Scorecard: blue=exceeds target, +5%, green=meets target, yellow= slightly below target, -5%, and red=significantly below target, <-5%

1. Communication Plan of Key Results: Developing a plan to intentionally and purposefully share key results with members, partners, community and funders. Consider using a chart to illustrate the communication plan of key results. See *Program Evaluation Plan Sample* for an illustration of this program communication plan for key results section.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key Result Measure Description** | **Audience of Communication** | **Mode of Delivering Information** | **Frequency of Delivering Information** | **Person Responsible for Communication** |
|  |  |  |  |  |
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