

# Project Evaluation Plan Toolkit

**Debra Laine**

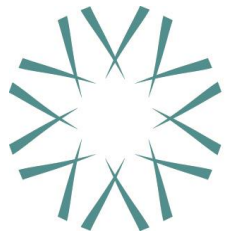
Program Specialist II

**Angie LaFlamme**

Senior Program Coordinator

# Rural Health Innovations' 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 and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.



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# Webinar Objectives

- Become familiar with the major components of an Evaluation Plan
- Learn about systematically collecting information about project activities, tracking progress towards objectives and how to identify project improvement opportunities
- Become prepared to document your Evaluation Planning work using the provided template

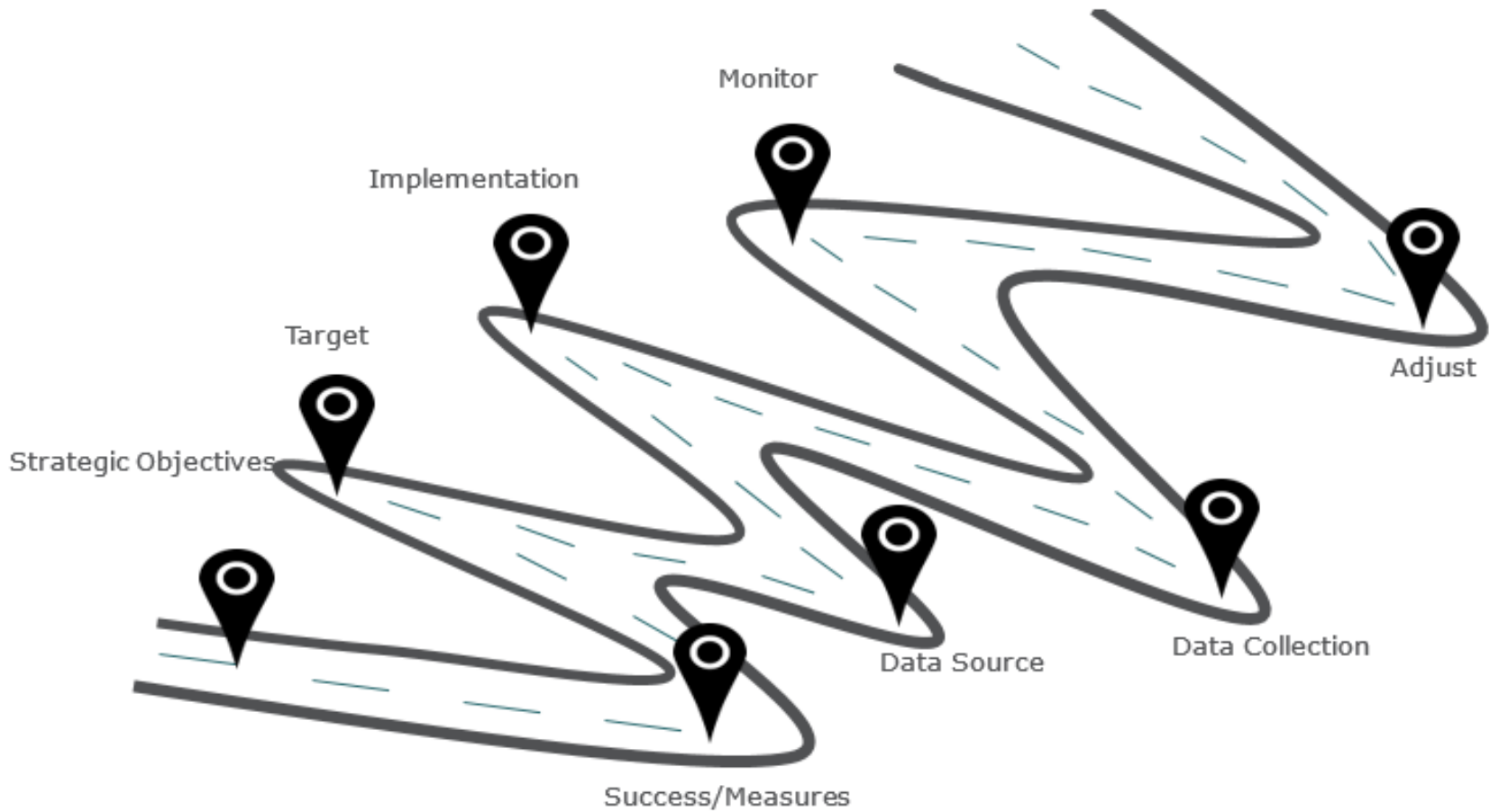
# Planning Journey



# Strategic Planning Cycle



# Planning Journey Continued



# Strategic Objectives

- Move toward the vision
- Lead to accomplishing goals
- Measurable



# SMART Objectives

## **SMART:**

- Specific
- Measurable
- Attainable
- Realistic
- Timely

## **Broad Strategic Objective:**

Everyone is healthy.

## **SMART Strategic Objective:**

Health outcomes of diabetic patients in our community improve within three years.

# Measure

- What success looks like
- How performance will be measured



# Measure Explanation

## Measure Description:

- Evidence that describes achievement
  - Example: % satisfaction rate of members

## Measure Definition:

- How a number is calculated
- The formula that will go into the tracking spreadsheet
- Example- Chosen survey question:  
*Overall member satisfaction ~ scoring 4+,*  
divided by the number of responses.

# Target

- What you are aiming for?
- A number that demonstrates success



# Types of Target Setting

- Benchmark



- Stretch Target



# Objective, Measure and Target Examples

**GOAL:** Hire and develop excellent network staff

- Provide meaningful education in YR 1 (Objective)
- Education events directly related to Quality Improvement (Measure Description)
- Three (Target)
- Counting the number of Quality Improvement educational events held in YR1 (Measure Definition)

# Data Source

- Where data is found
- Location in which data is collected and retrieved



# Implementation

- To operationalize strategic objectives by creating and executing key initiatives
- Executing your workplan



# Data Collection

- Systematically gathering data from an identified source
- Compiling raw numbers



# Monitor

- Process of tracking data
- Analyzing tracked data to show progress toward key project targets

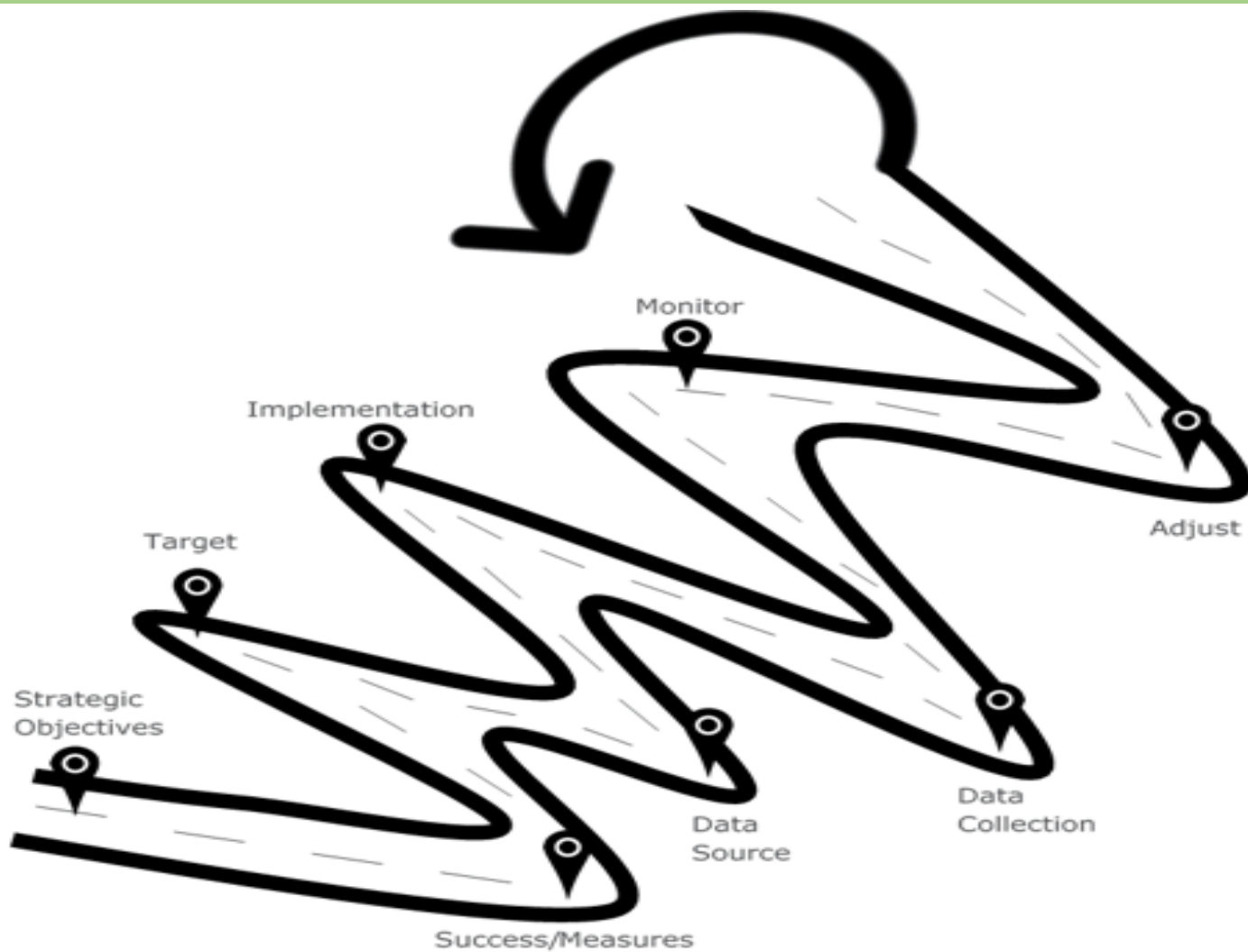


# Adapt

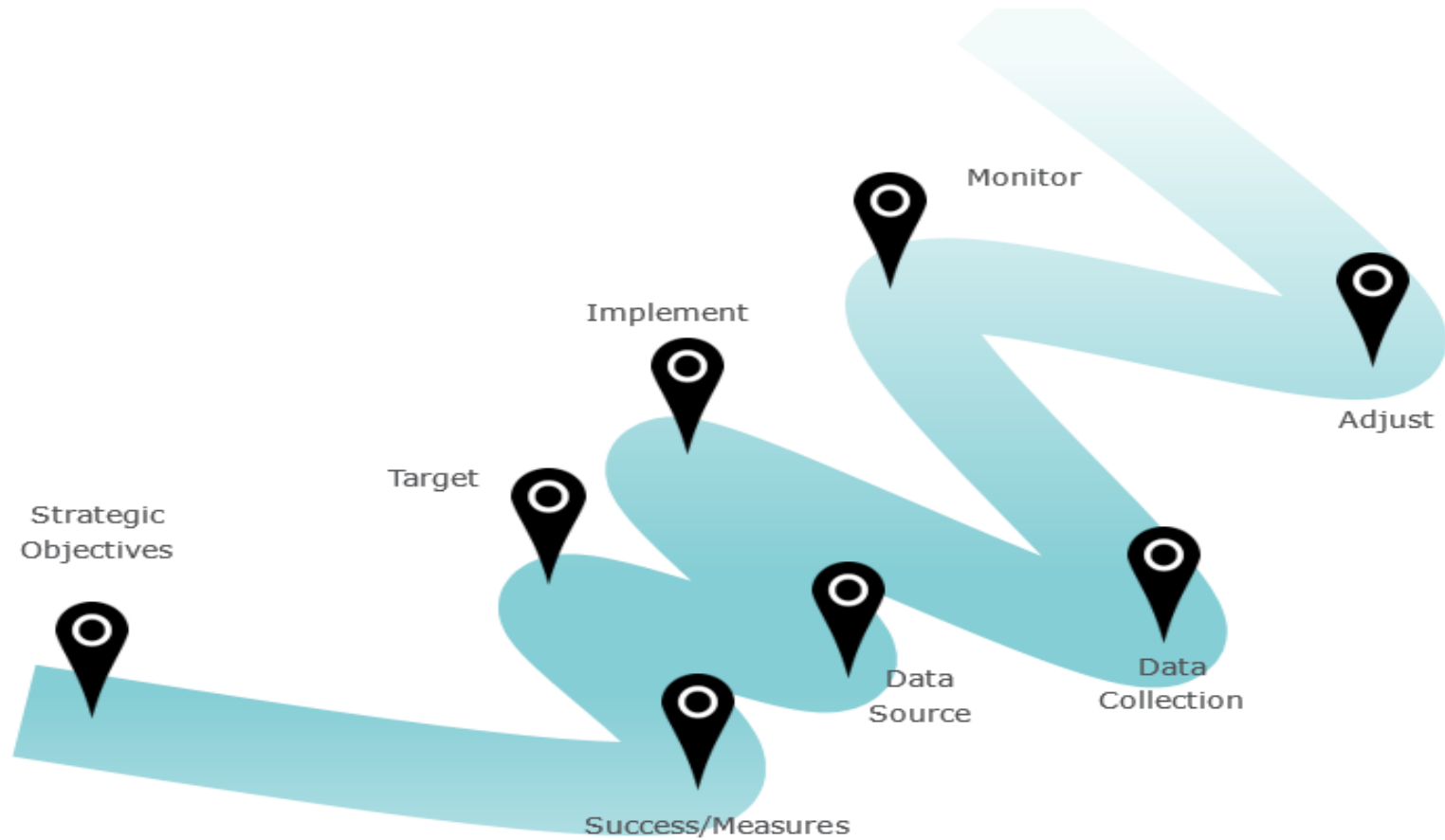
- To take corrective action if there is performance deviation
- The ability to adjust to improve implementation or outcomes



# Planning Journey Process



# Communication is Key

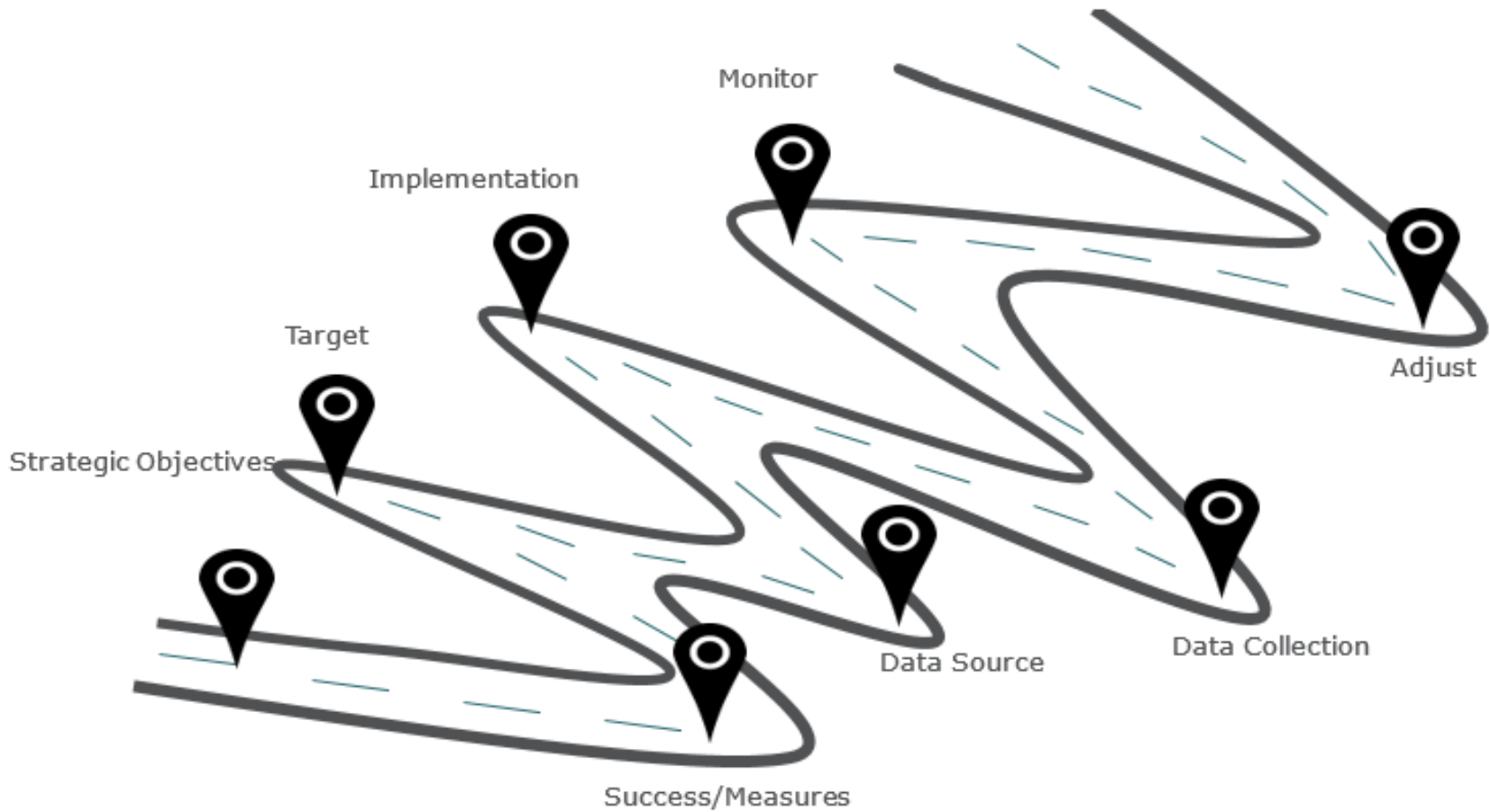


# Communication Plan

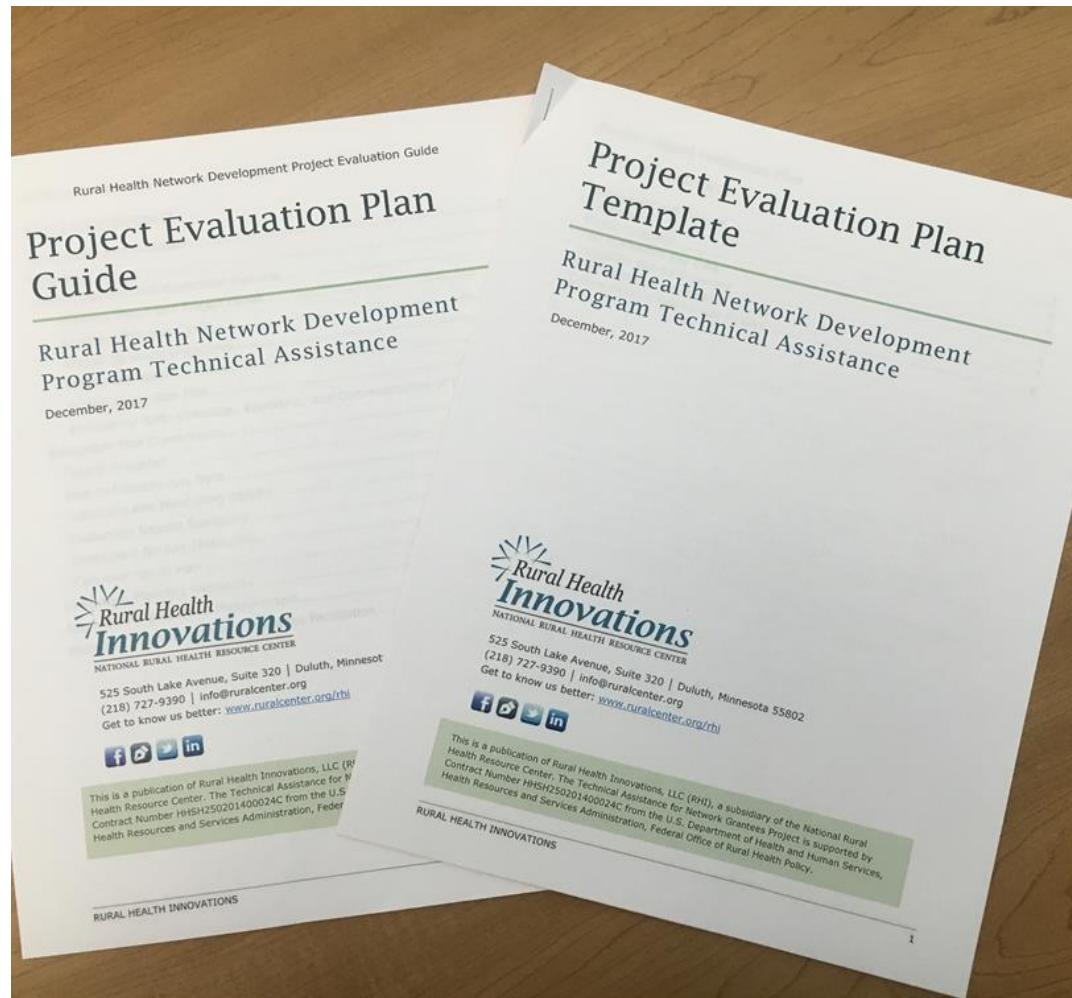
- Supports the entire process
- Several points of intentional communication to stakeholders, members, staff, etc.



# Journey of Evaluation



# Evaluation Toolkit



## Contact Information

Debra Laine

Program Specialist II

218-216-7042

dlaine@ruralcenter.org

Angie LaFlamme

Senior Program Coordinator

218-216-7022

alaflamme@ruralcenter.org

Get to know us better:

<http://www.ruralcenter.org>

