



## Evaluation Plan

### Evaluation Plan: Putting It All Together

With all there is to consider regarding evaluation in Extension, it may be helpful to bring it together in an evaluation plan. Using a sustainable energy example, we can imagine that the program team administered a retrospective pre-post (**when**) online survey (**how**) to all workshop attendees (**who**) one week after the workshop. The program team also decided to administer a second online survey to clients for whom they facilitated utility rebate applications during the previous year. An evaluation plan would capture this along with **what** the team wants to evaluate as follows:

Who to evaluate	What	When	How
Workshop attendees	<p>Client satisfaction</p> <p>Increased knowledge of sustainable energy best practices (indicator)</p> <p>Motivation for attending (focal problem/goal)</p> <p>Other issues of interest</p> <p>Demographics &amp; attributes (including target audience)</p>	Retrospective pre-post one week following workshop	Online
Clients receiving rebate facilitation	<p>Client satisfaction</p> <p>Effectiveness of contractor list (logic model)</p> <p>Effectiveness of rebate facilitation (logic model)</p> <p>Installation of cost-effective solar (indicator)</p> <p>Demographics &amp; attributes (including target audience)</p>	Early in the calendar year following rebate facilitation	Online

As you can see, the two evaluations collectively cover all recommended evaluation content as shown in the checklist below: indicators, logic model/theory of change, client satisfaction, client demographics & attributes, scope of work (including target audience), and other issues that may be of interest to clientele.

### What to Evaluate: Checklist

To summarize, a comprehensive evaluation will collect information on:

- ✓ Indicators
- ✓ Your logic model/theory of change
- ✓ Client satisfaction (including open-ended feedback)
- ✓ Client demographics and attributes
- ✓ Your scope of work
- ✓ Other issues that may be of interest to your clientele