Communication Evaluation Plan

Program name:
______________________________________________________________________

Communication objectives:
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

Intended audiences:
______________________________________________________________________
______________________________________________________________________

Identify each type of evaluation to be conducted (formative, process, and outcome):
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

For each type of evaluation, include:

Evaluation questions to be answered:
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

Data collection methods (e.g., telephone surveys, participant evaluation forms):
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

Analysis plan (what will you do with the data gathered to answer the questions posed):
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

Evaluation products and use of evaluation data (e.g., final report to recommend program revisions, conference presentation to share lessons learned with others):
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

Also include how you are going to get the evaluation done (tasks, time schedule, resource requirements, persons responsible):
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________