Program Evaluation Handout

A Nine-Step Program Measuring and Evaluating Plan

Step 1: The Description of the Training Program to be Measured and Evaluated

What is the name of this training program?	What type of training program is being developed?	Who is the target population for this training program?	Who is the Director, Coordinator, or Supervisor for this training program?
What is the primary funding source for this training program?	What other sources fund this training program?	When did the current funding begin for this training program?	When will the current funding end for this training program?
What are the individual goals of this training program?	What are the individual objectives of this training program?	What are the action steps, activities, or services planned for this training program?	What is the timeline for implementing these action steps, activities, or services?

Step 2: The Focus of this Training Program Measurement and Evaluation

What will be measured and evaluated?	What will the purposes of this measurement and evaluation be?	When will this measurement and evaluation have to be finished?	What are any relevant contextual factors that might impact this measurement and evaluation?

Step 3: Measurement and Evaluation Questions

What will your measurement and evaluation questions be?	What will your measurement and evaluation sub questions be?	Who will be the major audiences for each measurement and evaluation question and its associated sub questions?	What will be the importance of each measurement and evaluation question and its associated sub questions?

Step 4: Question Procedural Plan		
What information collection procedures will you use to answer your measurement and evaluation questions?	Which of the sub questions of Question 1 will be answered using each information collection procedure? Question 1. Sub question: A, B, C, …	Which of the sub questions of Question 2 will be answered using each information collection procedure? Question 2. Sub question: A, B, C, …

Step 5: Procedural Plan				
What information collection procedures will you use to answer your measurement and evaluation questions?	What measurement and evaluation sub questions will be answered using this information collection procedure?	What will the schedule be for collecting each kind of data?	Who will the respondents be for supplying each kind of information?	What size sample of respondents will be used to provide each kind of information?

Step 6: Analysis and Interpretation Plan				
What are your measurement and evaluation questions and sub questions?	What information collection procedure will be used to answer each of the questions and sub questions?	What data analysis procedures will be used to analyze the information and data?	What measurement and evaluation criteria, standards, or benchmarks will be used to interpret the information that you analyze?	What procedure will be used for making a measured and evaluative judgment?

© 2007 American Society for Training & Development

Step 7: Reporting Plan

What events will be needed to complete this measurement and evaluation?	On what date(s) will each event take place?	What will be the format of each event?	What will be the content of each event?	Who will be involved in each event?

Step 8: Management Plan

What is your measurement and evaluation work plan?	Who will be responsible for each part of the measurement and evaluation work plan?	What number of days will be needed during (Month 1) to complete the selected events?	What number of days will be needed during (Month 2) to complete the selected events?	What number of days will be needed during (Month 3) to complete the selected events?	What number of days will be needed during (Month 4) to complete the selected events?

Step 9: Budget

What will the sources of costs be for this measurement and evaluation?	What will the actual cost be in dollars?	What in-kind contribution(s) will be made in addition to these actual costs?
Human Resources		
Transportation Fees		
Lodging		
Food Allowance		
Materials and Supplies		