Design Your Evaluation Plan

Create your evaluation plan early to make sure you get what you need.

Designing your evaluation plan in the earliest stages of your project development can help make sure you get what you need to tell your story down the line and provide progress reports as you go. Copy intended outcomes from your planning into the evaluation sheet below, then plan what evidence you'll seek from what sources to plan the evaluation. This form can be used to plan an evaluation and/or report actual results.

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- **Goals:** Anticipated long-term, value-oriented result—plans at this level are not ordinarily subject to evaluation.

- **Outcomes (aka objectives):** What observable results were or will be accomplished?

- **Indicators:** What evidence is there that outcome was or outcome will be accomplished? For outcomes that are not directly observable define indicators.

- **Data Sources:** Where will you go to collect evidence? (collect physical evidence, ask questions, and review archival information)

- **Evaluation methods:** Who gathers data and when? If methods are not obvious from the indicators column, describe how data will be collected.

Overall Creative Placemaking Goal: Ultimately empower neighborhood residents, including artists, to affect positive change

Intended outcomes (observable results)	Indicators (evidence)	Data sources/methods
ACCESS "I (we) feel welcome here."	Residents self-report a sense of welcome.	Social network analysis Organizer and artists' final reflections Resident surveys Resident focus groups
Attachment "I (we) fit here."	Residents' self-report Organizers' reflections	
Agency "I (we) want to make good stuff happen here."	Residents' self-report Written observations & photos of participation	

Overall Creative Placemaking Goal		
Intended outcomes (observable results)	Indicators (evidence)	Data sources/methods