

### Evaluation Plan 101: Documenting Continuous Improvement and Outcomes of a Program

Step	Description	Question	Response
<b>1 Develop (or articulate) the TOA</b>	Theories of action (ToA) describe the major program outcomes and the mechanisms that get to these outcomes.	Does your program have a coherent theory of action? What might be missing?	
<b>2 Specify the goal and problem statement</b>	It must be attached to the ToA (e.g., evaluate the impact of acceleration strategies).	How clear is your goal? How specific is your problem statement? Is it coherent with your ToA?	
<b>3 Identify the target</b>	Determine those who are most affected by your problem or whom the initiative is trying to support. Specificity is key!	Who is dealing with the problem and how?	
<b>4 Develop the theory of action; build out the program "logic"</b>	Develop a logic model to identify the activities of your initiative, along with its associated resources, outputs, and outcomes.	Have you identified the activities that inform this part of the program? What part of the theory of action does it represent?	
<b>6 Connect evidence (measures) to the program logic</b>	Evidence is intended to measure inputs, outputs, and outcomes. That evidence should inform progress on outcomes in the larger ToA.	How will inputs, outputs, and outcomes be measured?	
<b>7 Collect data and determine evidence quality</b>	Determine whether data are (1) complete (2) consistent (3) practical (4) impactful (5) coherent. (see D'Brot, Landl, Domaleski, & Brant, <a href="#">2020</a> )	Are there any "risky" areas of data or information being used?	
<b>8 Analyze and build a data story</b>	Connect the dots between the activities, evidence, and larger theory of action. Rely on local PDSA cycles and study the variation (why is it occurring?)	What does the data story tell you about how your program is meeting your intended outcomes?	
<b>9 Tell the story</b>	Document and communicate the results.	Do you have a communication strategy? If not, how will you communicate and to whom?	
<b>10 Make changes</b>	Adjust the program or initiative to improve how you are attacking the problem.	What improvements can be made based on the lessons we have learned?	

