



# Evaluation Reflection and Planning

Workbook

AS Community Consulting, Inc.

[www.asevaluation.com](http://www.asevaluation.com)



# What is Evaluation Planning?

Evaluation planning is one of the tools that helps you not only stay on top of the details but helps to ensure that you maintain ownership over the evaluation process and are developing evaluation systems in your organization that truly give you what you need, cut down on unnecessary busy work, and help you gather the information that will help you do your best work. Reflecting on the questions in this workbook will help you take stock of your evaluation activities and give you an idea of where to focus your efforts moving forward.

Before you get overwhelmed by the questions, don't worry. You could certainly dedicate some time to sit down and go through these questions and develop a well-organized, thorough overview and plan. But just 20 min to jot down what you remember and what you can think of is enough. I often find that the first things that come to mind are the most powerful and focusing your attention here can have a huge impact. Hot tip: if you draw a blank or have to look up the answers to any of these questions, that's good information in itself!

Use these questions as a guide to get you thinking about evaluation in a more holistic way so that you can start to build an evaluation culture in your organization that gives you the information you need, reduces stress and busy work, and allows you to take ownership over the transformative power of information.

If you are interested in learning more about building an evaluation culture in your organization, please contact our team to schedule a [free consultation!](#)

Please visit us as [www.asevaluation.com](http://www.asevaluation.com) to learn more!





# *Take inventory:*

- What are your evaluation activities?
- How do your activities connect to funding and administrative requirements?
- Take a look at your evaluation budget. What have you planned for, how much do you ultimately spend, and where does the money go?
- Who works on the evaluation (include staff, consultants, and even program participants)?

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*Notes:*

## 2 *Journal, reflect, or discuss the following questions:*

What evaluation activities have helped you learn the most?

*Where have you said, “wow, that’s good to know!” or gained essential information to help you make decisions?*

What evaluation activities don't give you any new information?

*It can be great to get affirming survey responses that showcase how much participants liked your program, but do you get information that helps you understand why and how or help you make programming decisions?*



## What evaluation activities feel like busy work?

*Also think about what activities don't give you any new information, what is stressful, and what just doesn't seem like the right fit.*

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## Where does your money go?

*Evaluation staff or consultants, staff time, and materials are usually the biggest spending categories.*



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## Where do you see opportunities to make changes?

*How could you cut out the busy work and use an evaluation culture approach to gain meaningful information?*

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## What are your biggest questions right now?

*These could be things that came up while you were answering these questions, things you don't understand, or things you wish you had answers to in general.*



## How hard was it to answer these questions?

*The answer to this last question will help you get a sense for your familiarity and comfort with the evaluation processes in your organization and it will give you some ideas on where you can focus your energy going forward.*

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## Other notes, thoughts, and questions:

*If you would like more information about how this approach applies to your work, contact our team for a free consultation!*





# Extra Credit!

*Journal, reflect, or discuss the following questions:*

- Why do we do our evaluation this way?
- Why does our organization do evaluation at all?
- What is my favorite part of our evaluation process?
- What don't I like about the evaluation process?
- If I could change anything, what would I do differently?

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*Notes:*



# Want help applying this strategy to your organization?

AS Community Consulting supports community organizations in building evaluation culture and integrating evaluation into everyday work through consulting, coaching, and leading trainings and workshops.

We specialize in making evaluation accessible, meaningful, and transformative. We believe that a strong evaluation culture is a powerful tool for learning and growth and that these tools should not be reserved for high-resourced communities or elite institutions. Not only are we committed to equitable, culturally responsive consulting practices, but believe in the power of information creation and ownership in facilitating social justice, equity, and meaningful change.

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