

**Point Structure: 35 points total**

**I. Intro and Goals/Objectives (3 points)**

- Provide brief background context for the organization and its goals.
- Describe the goals and objectives of the program you will be evaluating, ensure that they are clear and coherent; objectives make sense within context of broader goals.
- Description of what the program actually consists of – what are the components, what are participants actually “exposed” to or engaged in?
- Objectives are measure-able and each focus on one goal rather than combining many into one. Both process and outcome objectives are specified, as appropriate to the scope and stage of development of the project.
- What are the specific questions that will be answered in this evaluation?
- How will evaluation results be used; why are you doing the evaluation?

**II. Logic Model/Theory of Change (6 points)**

- Diagram and accompanying brief narrative need to be consistent with each other and addresses the central question: How will change occur in this program? The micro-steps that are assumed/expected to happen are described.
- Key processes and outcomes are identified and linked in way that makes sense.
- Relevant theory or lessons learned from prior work that provide the rationale for this theory of change/logic model should be identified [include both Theory (i.e., health behavior theories that you may have learned in other classes, or see the NCI Theory handbook) and theory (with a small t, which we have discussed in class).

**III. Design and Methods**

**A. Design: process and outcomes (5 points)**

- How will your design provide evidence that the program is responsible for changes in process or outcome?
- Rationale for design; why is this best design to meet stakeholder needs and/or answer evaluation questions, and how does design fit with developmental stage of program?
- What are the threats to internal and external validity you need to consider and how will you address them? Consideration of any compromises made, balancing between ideal design and other considerations.

**B. Measurement (3 points)**

- What indicators will you use to assess processes and outcomes?  
What tools will be used to collect indicators?
- What are strengths and weaknesses of these tools with respect to reliability and validity?
- What is your data collection plan? Who will be involved?
- What are the strengths and weaknesses of your data collection plan (for example, strengths and weaknesses of having community members versus outside researchers/ data collectors)

**C. Sampling plan (2 points):** Who will be sampled, how many, and rationale for your choices, including how to ensure comparability, if appropriate.

**D. Analysis plan (3 points):** Map out your analysis process; quantitative or qualitative or mixed? For example, for quantitative include statistical analysis plan; for qualitative include transcription and coding plans, triangulation, etc., as appropriate. What are the limitations of your analysis?

**E. Reporting plan (1 point):** How will the results be disseminated to the intended users?

**IV. Overall work plan for the evaluation (2 point):** Blueprint of who, what, when, how? Is the timeline feasible?

**V. Ethical issues (2 point):** Discussion of any ethical issues relevant to your evaluation. Will you seek review by CHR/IRBs, boards, other organizations? Why or why not?

**VI. Budget (2 points):** Itemize the inputs that will be involved in this budget, organizing it by types of costs.

**VII. Coherence (5 points):** Coherence of how pieces fit together, quality of clear and concise writing. Addresses overall limitations of the evaluation.