



Evaluation 2020

**Powerful Evaluation
Documentation** to Encourage
Communication and Keep Clients
and Evaluators Happy

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The Evaluation Plan

What should be described in an evaluation plan?

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Each of those examples serves one of three functions. Our work goes better if we are clear how those functions are defined.

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- The Contract
- The Scope of Work
- The Study Protocol

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The Contract

- Legal commitments between the evaluator and client
- Most always defines price, period of performance, and specifics like payment terms, exit clauses, defaults, etc.
- Institutional clients often impose complex legal language
- Contracts are hard to change after execution

Contracts are necessary but do little to manage the evaluator's work as it is getting done

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The Scope of Work

- Manages the professional relationship as the work gets done
- Frames the big picture of the evaluation, specifically purposes
- Describes responsibilities of both the evaluator and the client
- Documents the evaluation services and deliverables to be provided
- Defines quality standards and acceptance processes

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The Scope of Work

- Details of those services will likely have to adapt to the real world
- If those details are in the SOW rather than the contract, they will be easier to change
- This flexibility can head off “scope creep” and respond to changing client needs

An effective SOW accommodates and documents inevitable changes to the evaluation, decreasing or helping resolve conflicts with the client

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The Study Protocol

- Manages the research central to the work
- Defines the methods – questions, approach, data needs, population, instrumentation, data collection, and analysis
- Establishes, controls, and helps document study rigor
- Is likely to change even more often than the scope of work
- A client may not even need to know protocol levels of detail

A complex evaluation project may have multiple study protocols

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So what...?

- Each of the three separate functions influences success of an evaluation – the contract, scope of work, and study protocol
- Those functions are compromised by jamming all three in one document
- In an ideal world, these would be three entirely separate documents with different degrees of flexibility

However they end up looking in your work, it's useful to practice keeping them separate...



Building Skills

- Go to <http://eers.org/knestis2019>
- Download the two templates – Scope of Work and Protocol
- A note about licensing – Creative Commons
- Preview the contents of the templates; we'll discuss as a group
- Pair up – This is easier with a friend

Carve up an existing “evaluation plan” or make up a plan; create an SOW and protocol, putting each piece in only one or the other doc...

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Discussion

- Examples?
- Successes, challenges, and surprises?
- What did we learn?
- Questions?

We can't always get the paperwork the way we want, but it's useful to know what is possible...

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Thanks!

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