Planning for Meaningful Evaluation
NOAA Office for Coastal Management
8:30 a.m. – 4:30 p.m.

DAY 1 Time	Topic, objectives, and activities
8:30	**Introduction, workshop overview and objectives** Participants will: Know other participants, workshop objectives, and logistics.
9:30	**Determining the Evaluation Question** Participants will: Identify the specific users of the evaluation results and their needs. Asses the purpose of the evaluation and the timeframe in which each question is answerable. Use assessment criteria to prioritize questions according to program or project circumstances.
10:25	**Break**
10:40	**Defining Context** Participants will: Create a draft context description relevant to the effort to be evaluated. Describe the potential uses and value of the context description. Review and critique a context from the perspective of an external evaluator.
12:15	**Lunch**
1:15	**Refining Your Logic Model for Evaluation** Participants will: Examine their own logic model and select the elements that support the priority evaluation question(s).
2:25	**Break**
2:40	**Enhancing Plausibility** Participants will: Review and critique the plausibility of a logic model from the perspective of an external evaluator using credible sources and proven strategies and tools from prominent social science theories and models.
3:40	**Identifying Other Influences** Participants will: Identify those influences, from within and outside their program or project, that can help or hinder the implementation or outcomes of the effort to be evaluated.
4:30	**Review and wrap-up (quick exit survey)**

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Day 2	Topic, objectives, and activities
8:30	**Review Day 1 and Preview of Day 2**
9:00	**Creating Effective Performance Measures** Participants will: Create effective performance measures that support the evaluation question, specifically identify the source(s) of data, and assess the effectiveness of the performance measures of others.
10:35	**Break**
10:50	**Data Analysis Considerations** Participants will: Select appropriate data collection methods based on the evaluation question, performance measures, and an understanding of analysis considerations, quantitative and qualitative methods, and triangulation.
12:35	**Lunch**
1:35	**Communicating Results** Participants will: Generate ideas for the format and content of the evaluation report to demonstrate an understanding of the reporting needs and considerations that will facilitate sound decision-making by those who requested the evaluation.
2:55	**Break**
3:10	**Assessing Your Evaluation Plan** Participants will: Review, assess, and, rate all components of their evaluation plan to determine their readiness for a meaningful evaluation
3:40	**Review and Course Evaluation**
4:30	**Thanks and Conclude**