Checklist to clarify an evaluation project or task

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Answering the following questions below will help us,

⇢ to get to know the evaluation object,

⇢ to identify the aims you pursue with the evaluation, and

⇢ to develop an evaluation concept.

Measure, product or project that should be the subject of the evaluation ①

The first question block is about getting to know the measure, the product or the project to be evaluated. Please describe this in as much detail as possible. You are also welcome to provide us with existing materials/concepts.

- What exactly should be evaluated (for example a seminar, media, a campaign)?

- Which individual components is the measure composed of? Which individual topics/contents are being dealt with?

Objectives of the measure, product or project ②

In the second question block we are interested in the aims that you pursue with the measure, the product or the project you want to evaluate.

- From which needs was the measure, the product or the project developed? Which problem should be solved with the measure?

- What aims are you pursuing with the measure, product or project? What do you want to achieve?

- Which sub-goals do you pursue with the measure, the product or the project? What are the short-term and what are more long-term goals?

- When are the aims to be met?

Target group(s) of the measure, product or project ③

The third question block is about identifying the target audience for the measure, product or project.

- Who is the target group of the measure, product or project? Who should be reached (for example employees, management or executives, pupils, specialists for work safety)?

- If necessary, please describe the target group more precisely (for example age, sex, industry, company size, management responsibility, special features)

- How big is the target group?

- How exactly is the measure, product or project implemented within the company/target group or how should it be implemented? What is the current implementation status?

- Who else should or could be reached by the measure, product or project (side effects)?

- How does the target group get access to the measure, product or project?

Involved parties in the evaluation ④

The fourth question block helps us to identify who needs to be involved in the evaluation and should therefore be informed at an early stage and with whom else communication is required.

- Who is or should be involved in the evaluation (for example works council)?

- Who commissions the evaluation?

- Who are the users of the evaluation results?

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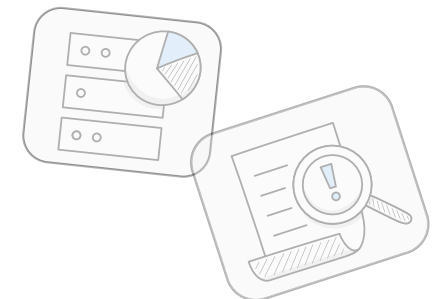
Purpose/background of the evaluation (5)

In the fifth question block we are interested in finding out why we should evaluate.

- What caused the decision to conduct an evaluation? What is the background (for example political prescription, decision basis, optimization)?

- How or what for should the results of the evaluation be used?

Identification of research questions, logic model and indicators (6)

In the sixth question block we are interested in what you would like to learn about your measure, product or project. What is your interest in the evaluation? Please list as detailed as possible!

Research questions:

- By means of the evaluation, what would you like to know about your measure, product or project?

- What specific questions do you want to be answered with the evaluation?

- Which statements would you like to review or check by means of the evaluation?

Logic model:

- By what activities/steps should the measure reach its goals? What assumptions do you have on the chain of effects?

- Which intermediate goals might need to be considered?

Indicators:

- How would you know that the measure reached its aim and was effective? How do you know the measure has led to the desired results among the target group?

- Are there any quantitative or qualitative target specifications for the impact of the measure?

Modalities of implementation, design and methodology (7)

The seventh question block is about clarifying the details of the evaluation (if they can already be answered at the moment).

- Which period of time is planned for the evaluation?

- Which methodology or which mix of methods may be best suited to reach the target group (for example paper/online questionnaire, personal interview)?

- Is it possible to carry out pre-tests, surveys at several measurement times, or to set up a control group?

- What is the best way to reach the target group in the evaluation (for example postal, e-mail, personal)?

- Is there a budget for the evaluation?

Data collection, evaluation and presentation of the results (8)

In the eighth question block we are interested in some details concerning the analysis and result presentation of the evaluation (if already answerable at this moment).

- Are there any indications as to whether certain analyses are required and, if so, which ones?

- Is there already information on who needs the results of the evaluation by when?

- What preparatory work (analyses, studies, materials, previous evaluations, etc.) may already exist on your measure, product or project?

- What experiences or data on similar measures, products or projects designed for similar needs/problems may be available?

- Which other sources of information may be available and usable (for example statistics, publications)?