

Project Evaluation Plan Template

Rural Health Network Development Program Technical Assistance

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BACKGROUND AND PURPOSE

Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge center in rural health. In partnership with The Center, RHI enhances the health of rural communities by providing products and services with a focus on excellence and innovation. RHI is providing technical assistance (TA) to the Rural Health Network Development grantees through a contract with the Federal Office of Rural Health Policy (FORHP).

Evaluation of grant funded programs is critical to both the success and sustainability of the project. It is critical to assess impact of the project objectives to demonstrate value, monitor progress toward project goals, and to identify potential best practices and lessons learned. Evaluation results are then used to improve project performance.

This Project Evaluation Plan Template is part of the Evaluation Plan Toolkit and is designed to support the associated Evaluation Plan Guide and Evaluation Plan Samples. This toolkit is supported with an educational webinar: [Program Evaluation Plan Toolkit](#).

INSTRUCTIONS

- 1) Revise this document's cover page to reflect appropriate and specific program information such as, Evaluation Plan title, date and authors of the plan.
- 2) Change the header to reflect your project's name.
- 3) Complete the templates provided with relevant information as appropriate.
 - a. Remove describing paragraphs above each template once appropriate and specific program information has been added.
- 4) Remove the following pages: *Background and Purpose* (pg. 2) and *Instructions* (pg. 3).
- 5) Update the Table of Contents when your Evaluation Plan is complete.

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PROJECT SNAPSHOT

The Project Snapshot sets the context for the Evaluation Plan. The Plan will be built on foundational elements including vision, project goals, strategic objectives and initiatives. Use the table below. Narrative may be used as well, but should be no more than two pages and include the elements in listed below. Add additional rows to this table as needed. See *Project Evaluation Plan Sample* for an illustration of this section.

Project Snapshot	
Network Vision:	
Strategic Objectives	Key Initiatives (6–18 month activities)
Project Goal 1:	
1.	1.
	2.
	3.
2.	1.
	2.
	3.
3.	1.
	2.
	3.
Project Goal 2:	
1.	1.
	2.
	3.
2.	1.
	2.
	3.
3.	1.
	2.
	3.

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PLAN TO MEASURE KEY DATA

A Plan to Measure Key Data identifies both the data needed to monitor the progress of your project’s impact and the tracking of process initiatives that have been implemented and align with the network’s strategic objectives. Selecting process and outcome data while identifying specific and defined measurements is critical to an Evaluation Plan; this also includes considering when to collect the data and who is responsible. Add additional rows to this table as needed. See *Project Evaluation Plan Sample* for an illustration of this section.

Strategic Objectives	What				When	Who
	Output or Outcome Measure Description	Target	Measure Definition	Data Collection Method	Data Collection Frequency	Person Responsible for Data Gathering
Project Goal 1:						
1.	1.					
	2.					
2.	1.					
	2.					
3.	1.					
	2.					
Project Goal 2:						
1.	1.					
	2.					
2.	1.					
	2.					
3.	1.					
	2.					

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EVALUATION RESULTS SCORECARD

The Evaluation Results Scorecard is a table that includes the results of measures identified within the Plan to Measure Key Data. Not only will it include the “what” and “when”, but will also include a section for the results to be recorded. Prepare this table for use as the project progresses and begin inserting results as they are gathered. Add additional rows to this table as needed. See *Project Evaluation Plan Sample* for an illustration of this section.

Strategic Objective	What		When	Results				
	Output or Outcome Measure Description	Target	Frequency	Qtr. 1	Qtr. 2	Qtr. 3	Qtr. 4	Annual
Project Goal 1:								
1.	1.							
	2.							
2.	1.							
	2.							
3.	1.							
	2.							
Project Goal 2:								
1.	1.							
	2.							
2.	1.							
	2.							
3.	1.							
	2.							

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DASHBOARD FOR KEY MEASURES

A Dashboard for Key Measures illustrates the status and progress of project objectives. Visual displays provide a simple communication of achievement, or progress, toward critical project impact. Add additional rows to this table as needed. See *Project Evaluation Plan Sample* for an illustration of this section.

Output or Outcome Measure Description	Target	Frequency	Results				Trending
1.							
Strategic Objective: Measure Definition: Method of Tracking:							
2.							
Strategic Objective: Measure Definition: Method of Tracking:							
3.							
Strategic Objective: Measure Definition: Method of Tracking:							

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COMMUNICATION PLAN FOR KEY RESULTS

Develop a plan to intentionally and purposefully share key results with network members, partners and stakeholders. Consider using a table to illustrate the Communication Plan for Key Results. Add additional rows to this table as needed. See *Program Evaluation Plan Sample* for an illustration of this section.

Key Measure Description	Audience of Communication	Mode of Delivering Information	Frequency of Delivering Information	Person Responsible for Communication
1.	•	•	•	•
2.	•	•	•	•
3.	•	•	•	•