

## Evaluation Matrix Tip Sheet

Developing an evaluation matrix is an important part of planning and focusing an evaluation process. It can help in prioritizing steps, eliminating redundancy, assigning resources (including personnel and funding), scheduling tasks, and identifying responsibilities. It is an essential step in the approach called *Embedding Evaluation*. This tip sheet will help you develop such a matrix. You may want to use the *Evaluation Matrix Template* on the next page as a worksheet.

### Step 1. Identify key questions.

First, establish questions that will guide the evaluation. Examples:

- ▶ In what ways, did the Institute impact the ability of teachers to integrate curricula?
- ▶ To what extent are students attaining state standards in the arts?

For assistance with this step, refer to the *Tip Sheet for Developing Evaluation Questions*.

### Step 2. Identify objectives.

The objectives are the short- and long-term outcomes of the program. They represent significant and useful changes that will come about if the program is successful. Examples:

- ▶ Increase program participation by 20% in the first year.
- ▶ Develop model integrated curricula at three grade levels.

### Step 3. Identify indicators.

Indicators are observable phenomena that will serve as evidence that the objectives have been met. Examples:

- ▶ 100% of students meet state standards, based on multiple assessment techniques.
- ▶ 80% of participants express satisfaction with session.

### Step 4. Identify data sources.

Data sources are the tools and instruments that will provide evidence that the indicators are present. Examples:

- ▶ Survey of all participants, analyzed via means
- ▶ Student assessment scores, disaggregated by grade level
- ▶ Observations of professional development sessions, videotaped and analyzed

### Step 5. Identify due dates.

Due dates provide critical milestones to ensure that data collection is on schedule. They can be unique or recurring. Examples:

- ▶ October 2005
- ▶ First week of each school year
- ▶ Monthly, no later than second week

### Step 6. Identify responsible personnel

At this stage, assign responsibility for key evaluation tasks to the program director, the evaluation consultant, the evaluation committee, and other personnel.

