



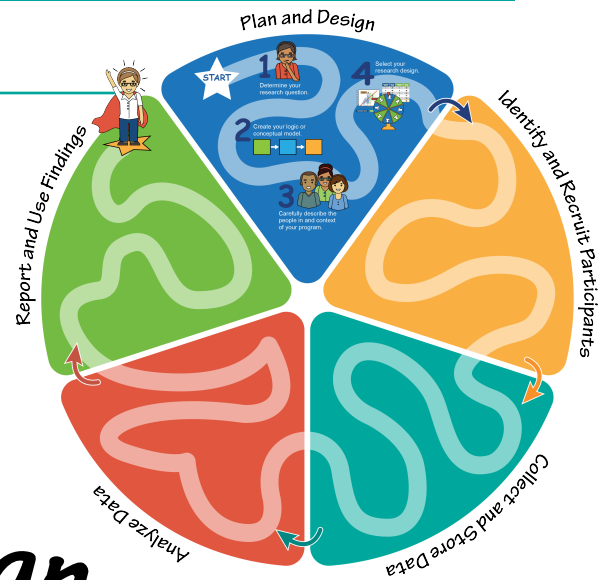
Pathway to Effective Evaluation

Step by step guidance through the evaluation life cycle

Stage 1: The plan and design stage

Planning and designing an effective evaluation requires considering every stage of the evaluation life cycle. However, the activities described here are important first steps that will inform decisions in the other four stages.

Four important steps in the 'Plan and Design' stage include:
1. Establish your research questions, **2.** Develop your logic model, **3.** Describe your participants and context to identify a valid comparison group, and **4.** Select your evaluation design.



Plan and Design





1



Determine your research questions.

STEP 1. Determine your research question.

As in most good planning, your first step is to figure out where you want to be in the end. To meet WWC standards, the questions will relate to assessing the impact that your intervention has on participants' lives.

For educator effectiveness programs, these studies will answer questions like: To what extent did the educators in my intervention change their practice? To what extent did their students outperform students who did not receive the program?

For more inspiration: [The Right Research Question](#), [Evaluation for Strengthening Teaching and Leadership](#)

STEP 2. Develop your logic model.

Your logic model (or theory of change) will articulate what about your intervention will make a difference and what will change because of the intervention.

This step will help you determine all kinds of important information—like what types of data collection measures to use, and when and where to collect data.

Resources: [Theory of Change](#), [Evaluation for Strengthening Teaching and Leadership](#)

2

Create your logic model.



3



Carefully describe the people in and context of your program.

STEP 3. Carefully describe the people in and context of your program.

Describe your participants and the study context to identify a valid comparison group. To meet WWC standards, your study must have a valid comparison group. Make sure your comparison group is as similar as possible to your program group, and then make sure that your program is different enough from what the people in your comparison group are doing to make a difference.

Video: [The Case for Comparison Groups](#), [Identifying a valid comparison group](#)

STEP 4. Select your research design.

Select the evaluation design that is most rigorous, feasible, and works best for your intervention.

WWC accepts [three types of research designs](#): [Randomized controlled trials](#), [Regression discontinuity design](#), or [Matched comparison design](#).

4

Select your research design.



That's it! Four steps to get you started on the path to effective evaluation.

