

The presenter for this module discussed why it’s important to conduct evaluations at your market and what can be done with the information that is gathered. They also discussed that it’s important to understand why you are doing evaluation so you can structure your question appropriately.

**EVALUATION WORKSHEET: Designing YOUR Evaluations**

1. Identify a broad **EVALUATION QUESTION** that you would like to address at your market (what is it you want to know):

2. **WHERE,** or from **WHOM**, will you seek information pertaining that question

3. What **EVALUATION TECHNIQUE**(S) will you use to collect information pertaining to the question?

4. What **SPECIFIC QUESTIONS** you will ask to find the answer?

5. **WHEN** will you carry out this evaluation?

6. **WHO** will conduct the evaluation?

7. **WHAT** will you do with the evaluation information that you collect?