

In the presentation we discussed why it’s important to conduct evaluation at your market, and what we can learn from information we gather. We also discussed that it’s important to understand why you are doing evaluation and hope to learn so you can structure your question appropriately.

**EVALUATION WORKSHEET: Designing YOUR Evaluations**

1. Identify an **EVALUATION QUESTION** to address (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. Specify the **SPECIFIC QUESTIONS** you will ask:

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

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

7. **WHO ELSE** needs to be involved in planning this evaluation?

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