Mapping Strategies to Evaluation

Strategy

Core Components

Proximal Outcome (change goal)

Necessary Change

Distal Outcome (vision)

Other benefits

Evaluate distal outcomes with caution. Be modest in your expectations.

Processes and Activities

What to Observe/Questions

Change to Look for

Design

Evaluation

1. Decide who will record
2. What to record and when
3. In what format

1. Decide when to measure
2. Look for existing surveys
3. Adapt questions & content

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