



# Community Planning Program Toolkit

## Evaluation

Evaluation is the process of making a judgement about the amount, number, or value of something.

Deciding on evaluation tools and processes is a task that happens early in any project. Knowing what you want to evaluate and how you are going to do it at the start of a project allows you to gather data as you progress, rather than frantically looking for evidence to support your hunches or outcomes at the end of the project.

Evaluation requires answers to the following:

- What is the goal or objective of the activity?
- What is the current situation?
- Who or what are we evaluating?
- What change do you hope to occur?
- How will we know if the change has occurred?

## Evaluation methods

Valid and useful information can be qualitative or quantitative, but it needs to be relevant and reliable.

- **Qualitative data** is information in the form of feedback, memos, reports and observations.
- **Quantitative data** includes statistics, figures and financial records. In the planning stage of the evaluation process, you will decide what information is most relevant to your evaluation.

These are examples of methods to obtain data:

### Qualitative methods include:

- Direct observation
- Written feedback form other organisations
- Photograph's and video recordings



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- Exit interviews with volunteers, participants or clients
- Community profiles which describe your local target group and their needs
- Questionnaires, surveys or discussions/ focus groups which collect feedback
- Observations
- Information and statistics about who accesses your project
- Cost analysis and budgets
- Community profiles which include statistics of your local target group
- Analysis of the time spent by staff / volunteers on each part of their job
- Case studies

## Evaluation Plan

Preparing a brief evaluation plan is helpful. It means that once the decision as to what to evaluate and how to evaluate has been made, anybody can complete the process, thus enabling delegation. It also helps keep everyone on the same page.

Below is an example of an Evaluation Plan with some examples of what you might evaluate.

For the Community Planning process, you are wanting to show you have consulted with the community or identified projects. Evaluation in this context is to demonstrate transparency or sufficient consultation.



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## Example of an evaluation plan

Goals	Specifically, what you'll measure	Tools	Who	When	Impact	
					Intended	Unintended
Engage with 10% of the community	Numbers you engaged with against population data	<ul style="list-style-type: none"> <li>Use ABS data about population refer Council, id.com</li> </ul>	CC	Dec 2022	We identified new residents in town	We realised we didn't survey everyone last time
Survey X number of people	Record number of surveys sent and number of responses	<ul style="list-style-type: none"> <li>Survey – digital and paper copy</li> <li>Email / post</li> <li>Street Conversations / Vox Pop interviews</li> </ul>				
Hold a community meeting	Held event Record attendances	<ul style="list-style-type: none"> <li>Attendance sheet</li> <li>Photos</li> </ul>				
Identified X projects	List the projects identified	<ul style="list-style-type: none"> <li>Photos of ideas</li> <li>List of projects</li> <li>Submission of project plans</li> </ul>				
Identified a Proeject Cchampion for each community project	Identify names against projects	<ul style="list-style-type: none"> <li>Photos</li> <li>Newspaper clippings</li> <li>Social Media Posts</li> <li>Project Plans</li> <li>List of projects and champions</li> </ul>				
Increase our committee by X members	Record membership	<ul style="list-style-type: none"> <li>Membership database</li> <li>Evidence or promotion of the positions</li> </ul>				

This document has been developed to assist Community Planning Coordinators to prepare and develop their new community plans.



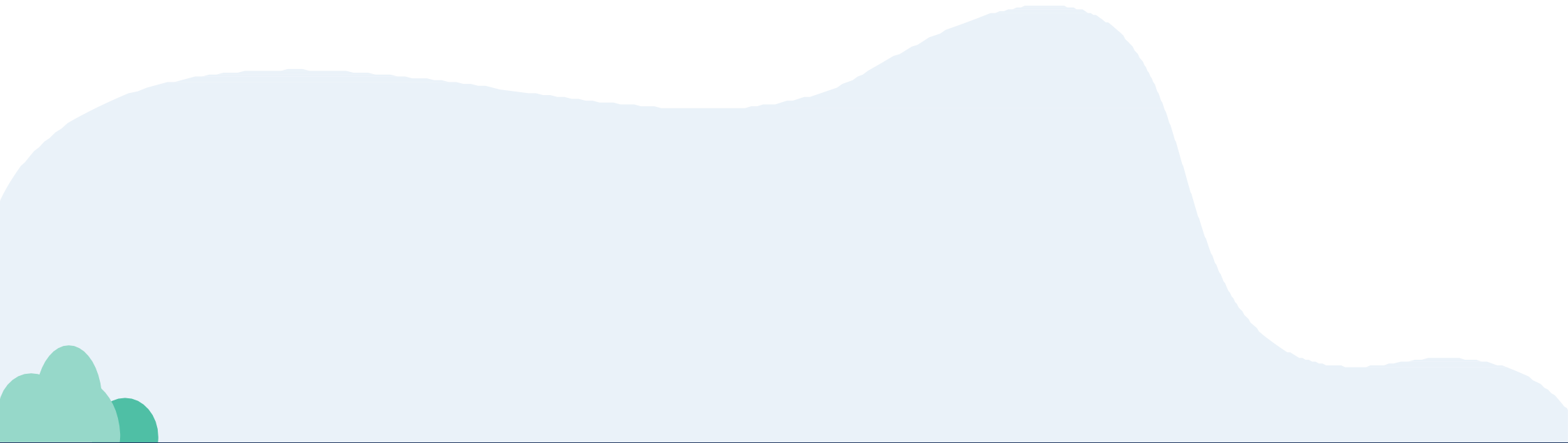
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Goals	Evaluation outcomes	Tools	Who	When	Impact	
					Intended	Unintended

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