

# Front-end framework

## I. Clear description

Detailed description of the program or “**It**” as articulated in key documents

## II. Conceptualization (Selected tools & approaches)

1. If-then statement\*
2. Logic model\*
3. Program theory
4. Document model(s)
5. Conceptual framework

## III. Purpose

1. Rationale for the evaluation
  - behind the scenes thinking
2. Reasoning
  - inductive / deductive / abductive
3. Evaluand
  - object of interest
4. Evaluation questions
  - descriptive / normative / impact

## IV. Design

1. Focus the evaluation design:
  - Pre-experimental
  - Quasi-experimental
  - Experimental

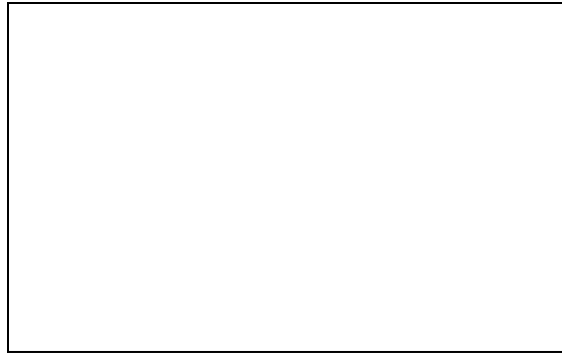
**Front-end  
Evaluation Planning**

# Template: “If-then”

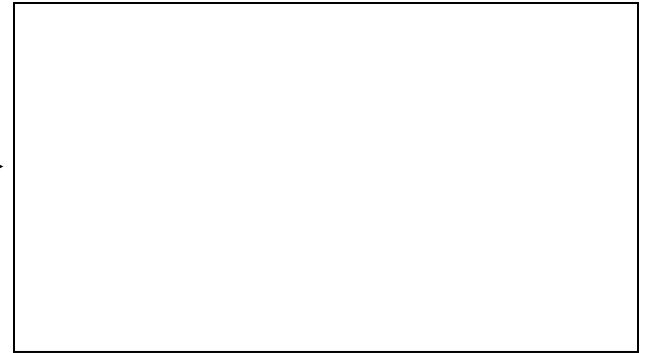
**If** we implement:



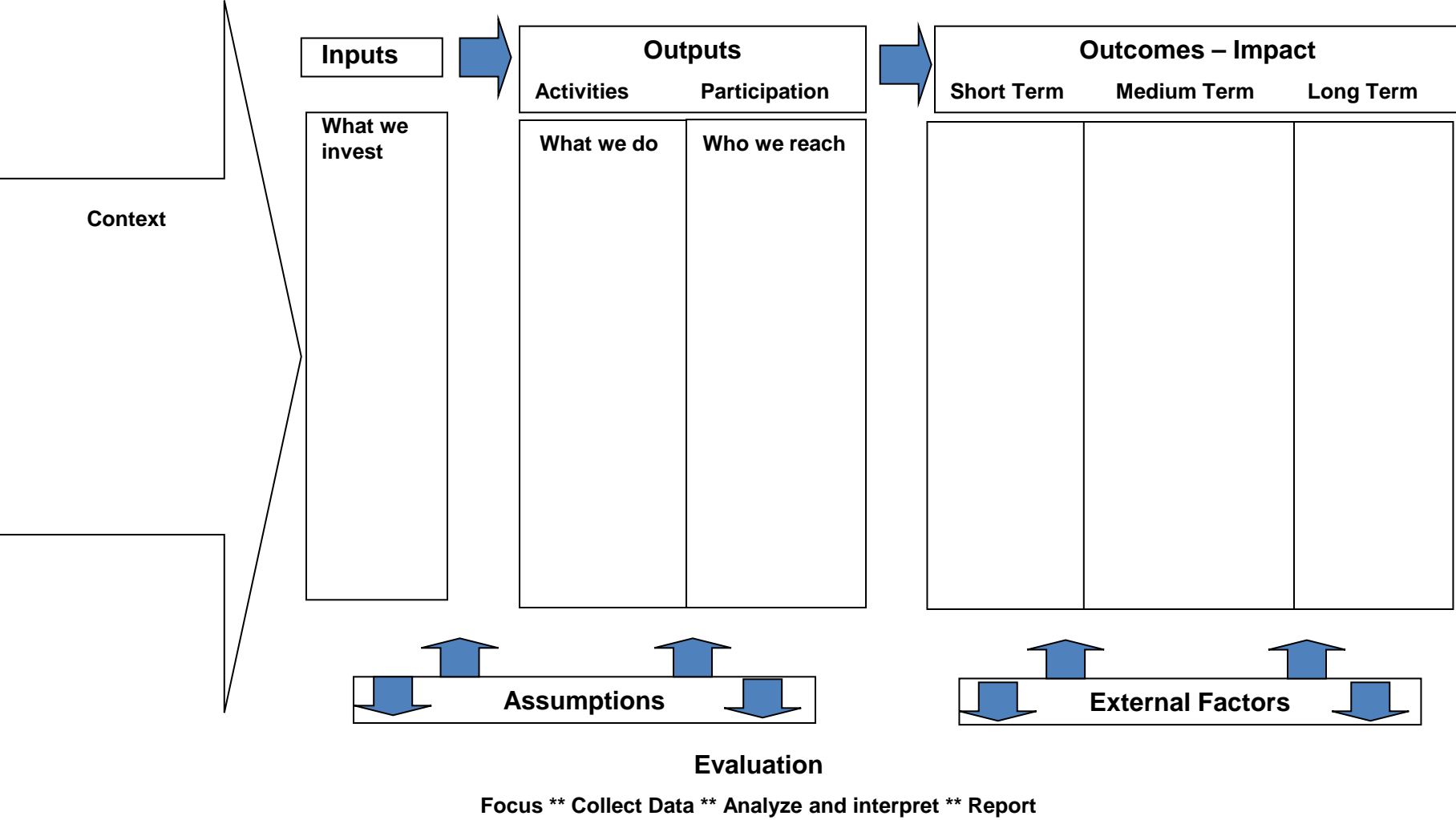
**Then,** \_\_\_\_\_ will be  
able to:



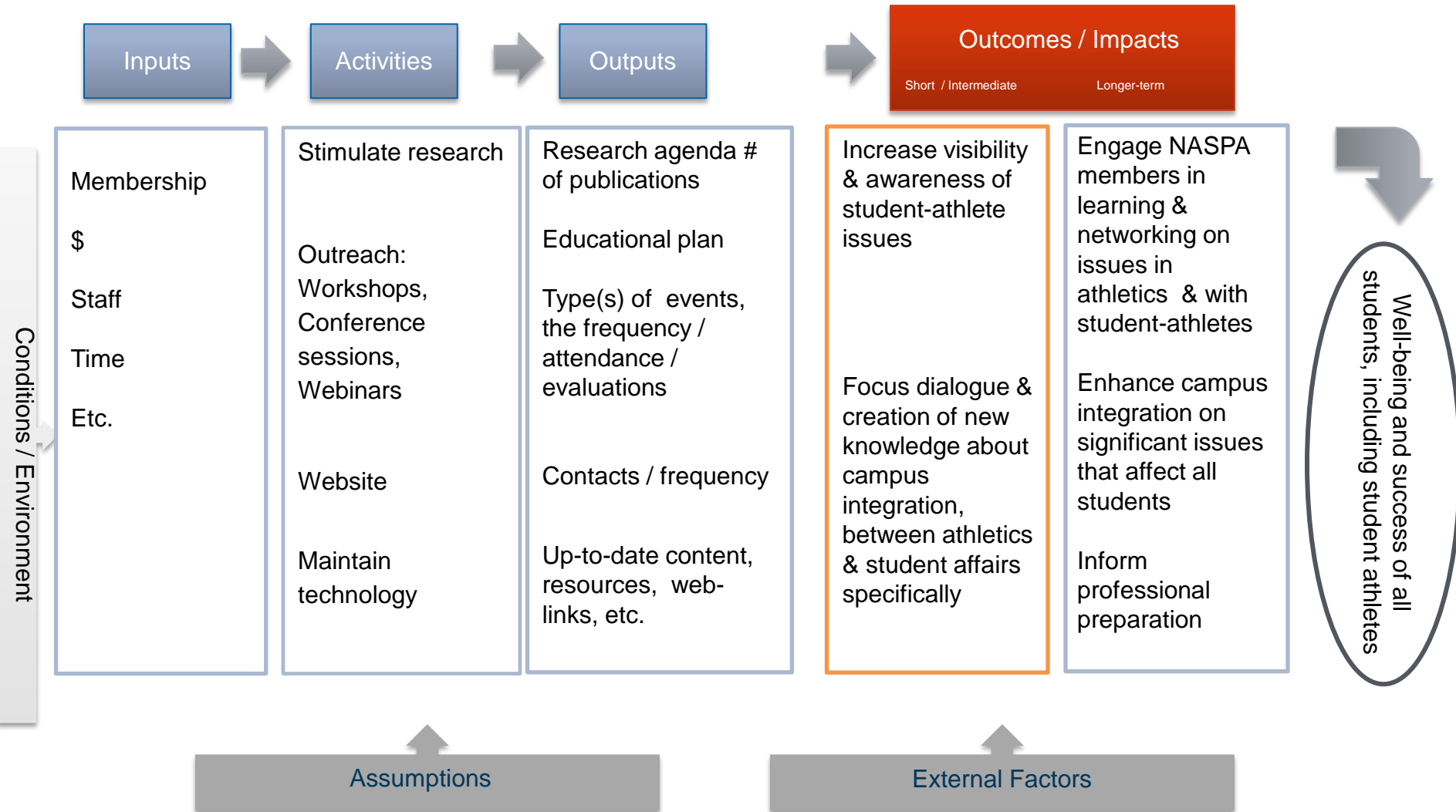
Which should result in:



# Logic model: University of Wisconsin Extension



# Logic Model: NASPA Student-Athlete Knowledge Community



# Contact Information

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# CHECKLIST: QUESTIONS ANSWERED IN EVALUABILITY ASSESSMENT

Evaluability Assessment Step	Questions Answered
Step 1. Selecting the Program to be Evaluated	<ul style="list-style-type: none"> <li>What program activities and objectives are the main focuses of the evaluation?</li> </ul>
Step 2. Collecting Information on the Intended Program	<ul style="list-style-type: none"> <li>What are [SA Administration's] program objectives and expectations? (What resources, activities, objectives, and causal assumptions make up management's intended program?</li> <li>What are the objectives and expectations of those at other management and policy levels?</li> <li>What measures of program performance have been selected by those in charge of the program?</li> </ul>
Step 3. Modeling: Synthesizing Information on the Intended Program	<ul style="list-style-type: none"> <li>What is the logic of causal assumptions that link resource inputs, program activities, outcomes and impacts (from the point of view of the intended users of the evaluation)?</li> </ul>
Step 4. Analysis: Identification of Users' Measures of Program Performance	<ul style="list-style-type: none"> <li>For which of the anticipated resource inputs, program activities, outcomes, and impacts (including important side-effects) are there agreed-on measures acceptable to the intended users of the evaluation?</li> </ul>
Step 5. Collecting Information on Program Reality	<ul style="list-style-type: none"> <li>What are the actual program inputs, activities and outcomes?</li> <li>What measurements and comparisons are feasible?</li> </ul>
Step 6. Modeling: Synthesizing Information on Program Reality and Analyzing the Plausibility of Program Objectives	<ul style="list-style-type: none"> <li>What data are obtainable on program performance? (Are there data sources for management's agreed-on measures?</li> <li>Is there a program in place that is likely to achieve [SA Administration's] objectives and expectations for the program?</li> </ul>
Step 7. Identification of Evaluation/Management Options	<ul style="list-style-type: none"> <li>What portion of the intended program is ready for useful evaluation?</li> <li>How would management use information on program performance?</li> <li>What evaluation/management options would enhance program performance?</li> </ul>
Step 8. Presentation to [SA Administration] and their Administrative Response	<ul style="list-style-type: none"> <li>What are the likely uses of the evaluation information? What range of actions might the intended user take or consider as a result of various possible findings?</li> <li>What level of confidence would the user require before acting on the information?</li> <li>To what extent is the intended user inclined or able to change program activities or objectives?</li> </ul>

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