

E. Evaluation Considerations

The design team has an important responsibility for evaluations. It must do more than assert that there will be so many evaluations at certain time. Thinking through an evaluation scheme will help make the design more realistic.

1. Suggest an evaluation process or plan.

There are several ways in which this can be done. Here is one. You can use it or make some modification of it.

a. Describe the current situation in terms relevant to the project and make some projection of what the situation would be at the end of the project if no interventions were made.

b. Describe the desired situation at the end of the project period. If a follow on project is anticipated, describe the desired situation at the end of the follow up project and anticipate what the interim situation, at the end of the first project, would be. It will be necessary to state the value system you are using--farm income, institutional change, number of people involved, total production, organizational and management improvements.

c. Suggest an evaluation system

First, list the constraints that are going to impinge on reaching the desired situation and give some idea of their seriousness. These will include budget resources, manpower, nature of changes desired. Be as specific and analytical as time allows. Then reconsider if the desired situation is realistic in the face of these constraints.

Secondly, deal with three critical elements of evaluation design.

What are the measures you will use to gauge progress and accomplishments? What will be the units you will use to measure?

In terms of those measures and units, what are the goals or targets you are aiming for?

How will information be gathered to measure?

d. Reconsider your original "desired situation." If it seems unrealistic, make adjustments in your evaluation design.

e. Design into the project a review of the evaluation design by the implementation team and a revision. In this way the evaluation design can become a useful tool for project implementation management.