**FOCUS THE EVALUATION AND DEVELOP EVALUATION QUESTIONS**

Setting SMART objectives and establishing a clear focus for your evaluation are critical steps in evaluating your program.

This handout will help you to:

1. Develop SMART objectives for your organization
2. Begin planning your organization’s evaluation plan

**Following the example below, develop one or more SMART objective(s) for your organization’s program.**

**Example Objective**

|  |  |  |
| --- | --- | --- |
| **Step** | **Specifics** | **Components of your SMART objective** |
| 1. Set time frame for the objective.
 | By such and such time… | Within 1 month of enrolling in the employee worksite wellness program, |
| 1. Set the threshold for the target audience.
 | \_\_\_\_ % or \_\_\_\_\_# | at least 35% of program enrollees  |
| 1. Describe the desired change (behavior, knowledge, or attitude).
 | will do…or will know…or will perceive | will identify two or more dietary behaviors that they will commit to adopting in the following year |
| 1. Describe the measurement approach.
 | as measured by… | as measured by a participant survey. |
| **Example Objective:**  | Within 1 month of enrolling in the employee worksite wellness program, at least 35% of program enrollees will identify two or more dietary behaviors they will commit to adopting in the following year, as measured by a participant survey.  |

|  |  |  |
| --- | --- | --- |
| **Step** | **Specifics** | **Components of your SMART objective** |
| 1. Set time frame for the objective.
 | By such and such time… |  |
| 1. Set the threshold for the target audience.
 | \_\_\_\_ % or \_\_\_\_\_# |  |
| 1. Describe the desired change (behavior, knowledge, or attitude).
 | will do…or will know…or will perceive |  |
| 1. Describe the measurement approach.
 | as measured by… |  |
| **Your SMART Objective:**  |  |

**FOCUSING THE EVALUATION AND DEVELOPING EVALUATION QUESTIONS**

**Answer the questions below to help you as you begin to plan the evaluation of your program.**

*Refer to the WK Kellogg Foundation evaluation handbook and the Program Evaluation Planning resources if you need additional guidance.*

|  |
| --- |
| **What do you want your program to accomplish?** |
|  |
| **What activities will your program undertake to accomplish your goals?** |
|  |
| **What are you going to evaluate?** |
|  |
| **What is the purpose of the evaluation?**  |
|  |
| **What questions will you seek to answer with the evaluation?**  |
|  |
| **What indicators will help you answer those questions?**  |
|  |
| **Who will be involved in the evaluation planning?**  |
|  |
| **What resources are needed?**  |
|  |
| **When is the evaluation needed?** |
|  |

References:

Curnan, S., LaCava, L., Sharpstee, D., Lelle, M., & Reece, M. (1998). WK Kellogg Foundation evaluation handbook. *Online [URL]: https://www.wkkf.org/resource-directory/resource/2010/w-k-kellogg-foundation-evaluation-handbook*.

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