Public Engagement with

Research Seed Fund

**Evaluation Planning Template**

**1. PI name:**

**2. Department:**

**3. Project title:**

**4. Project objectives:**

|  |
| --- |
| List the project objectives (we would recommend three to five) and ensure that they are SMART (Specific; Measurable; Achievable; Relevant; Timebound): |
|  |

**5. Evaluation planning:**

|  |
| --- |
| **a) Who will carry out the evaluation? How much time and resource do you / they have to evaluate?** This is an important factor to consider up front – so you can plan the evaluation appropriately and build it in throughout the project – not just at the end. Make sure your evaluation is commensurate to your project – it should not be bigger than the project itself!Many evaluations focus too much time on collecting lots of data and not enough time on planning; analysis and reporting.We recommend that a third of the time should be spent on each of the following:- Planning - Data Collection- Synthesis, Analysis and Reporting |
|  |
| **b) Key metrics to collect and report on:**All projects are asked to collect metrics on the following:*Inputs:* The number of academics/ researchers/ DPhil students that were involved in the development and/or delivery of the project;*Outputs:* The number of activities or events delivered and/ or resources produced;*Outcomes:* The number of members of the public reached/ engaged; and also note the ‘type’ of public/s – be as specific as you can. |
|  |
| **c) Key Outcomes & Impacts to collect and report on:** All projects are asked to collect evidence on the outcomes and impacts on the public that engage with the project. We recommend selecting between one and three intended outcomes/ impacts and providing further information on what you intend these outcomes and impacts to be. i.e. What is it that you want your public audiences or participants to ‘take away’ from their engagement with you/ your research? |
| **Outcome/ impact** |  | **Anticipated outcome/ impact** |
| *EXAMPLE: Learning* |[x]  *To increase understanding of the health and environmental impact of meat and dairy production and consumption.* |
| Learning |[ ]   |
| Enjoyment  |[ ]   |
| Empowerment |[ ]   |
| Inspired |[ ]   |
| Increase aspirations |[ ]   |
| Changed perceptions |[ ]   |
| Changed behaviour |[ ]   |
| Gained skills |[ ]   |
| Other |[ ]   |
|  |
| **d) What would you like to find out from the evaluation?** Insert three to five questions that you would like to be answered in your evaluation or to gain more insight and understanding about the project. |
|  |
| **e) Evaluation methodology:**What approach and methods will you use to gather the data and evidence and to report on the key metrics, outcomes and impacts and to answer your evaluation questions? Who do you want to include in your evaluation (i.e. your sample). How can you reach them? |
|  |
| **f) Synthesis, analysis and reporting:** |
| Some questions to consider: Who will be responsible for synthesising, analysing and reporting? Who is this report for - internal, external or both? How will this evaluation help you? How might the findings be used? Who will benefit from reading the report and how will you share the results? |
|  |

**To note:**

Evaluation is not intended to be a judgement tool of simply ‘success’ or ‘fail’ - but a process to understand the outcomes and impacts of projects and to reflect on changes that can be made to improve activities in the future. For example – What difference did it make, in what way and why? What works - and just as importantly - what does not work? Don’t *just* look for success – you will only find success and not find out what you really need to know.

Evaluation also takes resources – but if resource is the limiting factor stopping you from evaluating - we would recommend scaling back the delivery of activities to make time for evaluation. We believe that it’s better to deliver a smaller activity and evaluate the project than it is to deliver a larger scale project and learn little from it.

*This Evaluation Planning Template was created by Dr Lesley Paterson, Head, Public Engagement with Research, University of Oxford.*

*Acknowledgement: This template was informed by the* [*Ingenious evaluation toolkit*](https://www.raeng.org.uk/grants-and-prizes/ingenious-grant/evaluation) *initially developed by Dr Laura Grant and Dr Lesley Paterson for the Royal Academy of Engineering, 2008.*

**Please email your completed evaluation plan to** **publicengagement@admin.ox.ac.uk** **by 21 February 2020.**