

# *Assessing your Evaluation Audience*

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## *Evaluand:*

*a generic term coined by Michael Scriven, may apply to any object of an evaluation. It may be a person, program, idea, policy, product, object, performance, or any other entity being evaluated.*

([Sage Publications](#))

# Ask These Questions First

- What are the goals of the evaluation?
  - How will the goals be determined?
  - How do you plan to use the evaluation data?
- How will evaluation goals be met?
  - What methods will be used to collect, analyze, and communicate evaluation data?
- Who has stake?
  - Who will use the data?
  - Who will the data affect?

## *Stakeholder:*

one who is involved in or affected by a course of action.

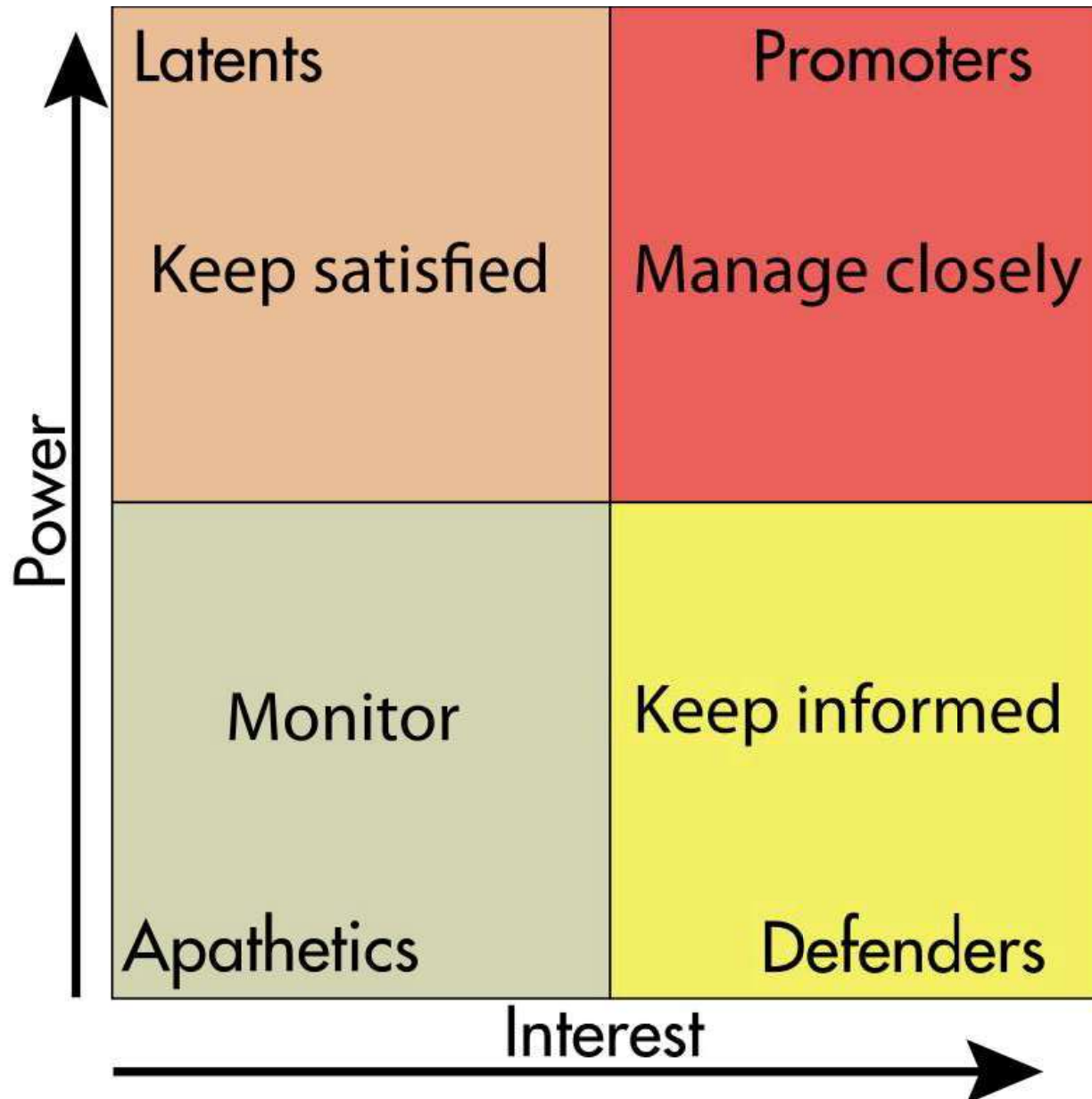
([Merriam Webster](#))

# Utilization-Focused Evaluation

- Intended uses:
  - Instrumental use
  - Conceptual use
  - Process use
  - Persuasive use
  - Nonuse
  - Misuse

# Intended Users

- Policy and decision-makers
- Program sponsors
- Evaluation sponsors
- Target participants
- Program managers
- Program staff
- Program competitors
- Contextual stakeholders
- Evaluation and research community



# Additional Considerations

- What is their level of awareness?
- What attitudes or perceptions do they hold?
- How satisfied are they?
- What is their intention to use the data?
- What is their level of trust in your data?
- How will the findings affect their quality of life/well-being?



# Best practices for working with stakeholders on evaluation

- Identify stakeholders
- Establish a structure
- Involve key stakeholders early
- Involve key stakeholders continuously
- Involve key stakeholders actively
- Communicate effectively throughout

# References

Macnamara, J. (2018). *Evaluating Public Communication*. New York, NY: Routledge.

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Rossi, P.H., Freeman, H.E., Lipsey, M.W. (1999). *Evaluation: A Systematic Approach*. Thousand Oaks, CA: Sage Publications