

EVALUATION PLANNING WORKSHEET

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Use this worksheet as you start to plan your program, not after it ends.

STEP 1: CLARIFY YOUR “BIG WHY”

What meaningful impact do you hope this program will contribute to? Who does it affect, and why does it matter?

TIP: Look at your library’s strategic plan or community goals. Where does your program fit?

EXAMPLE: My library’s strategic plan identifies early literacy as a high priority. This program contributes by helping kids 0-5 develop letter knowledge.

STEP 2: SET OUTCOME GOALS

What short-term, visible change do you hope to see in participants?

TIPs:

- Engage users and partners in defining success.
- Use PLA’s Project Outcome for examples.

EXAMPLE: By the end of this program, kids will name three words starting with “B.” Caregivers will learn at least one rhyme or game to use at home.

STEP 3: MEASURE OUTPUTS

How will you know change is happening? What will you measure or observe?

TIP: Surveys aren’t your only option — consider observation, reflection, or demonstrations.

EXAMPLE: Observe how many kids include three “B” words in drawings; ask caregivers if they’ll repeat activities at home.

EVALUATION PLANNING WORKSHEET, PAGE 2

STEP 4: REFLECT & ADAPT

When and how will you reflect before, during, and after the program? How will you adjust?

TIP: Invite others (participants, colleagues) into reflection.

EXAMPLE: Schedule reflection time during planning and after the program; include conversations with parents, colleagues, and your manager.

STEP 5: GROW, ADAPT & DREAM

Evaluate and think ahead:

- What worked well?
- What didn't work as well?
- Was it worth the resources?
- What will you do next time?
- What new ideas of possibilities emerged?

STEP 6: TELL YOUR STORY

How will you communicate your program's impact? Who needs to know?

TIP: Share both data and stories to demonstrate value.

EXAMPLE: Write a summary for your manager showing outcomes, outputs, and alignment with strategic goals.