



## Checklist: Engaging your stakeholders

### Have you identified your key stakeholders?

- People who support and carry out the program
- People served or affected by the program
- Decision-makers and those who request the evaluation

### Have you determined your goals for engaging stakeholders in your evaluation?

- To increase the chances that evaluation results will actually be used
- To enhance the credibility of the evaluation
- To ensure results are interpreted correctly and avoid potential conflicts or misunderstandings about the purpose of evaluation or findings
- To bring in more talent and expertise to the evaluation
- To spread responsibilities and roles
- To create new or additional access to resources

### Have you talked with stakeholders about what they are interested in learning from the evaluation?

Purposeful engagement is a way to address health equity issues as you ask evaluation questions and collect data that is useful to diverse types of stakeholders. Asking stakeholders for their input:

- Shows respect
- Helps ensure cultural relevance
- Strengthens the evaluation through diversity of perspectives

### Have a conversation upfront about how they want to be involved and ask them:

- What's important to you? What do we need to accomplish?
- What are the critical questions at this time?
- How can you be involved in this evaluation, and how would you use the results?

### Did you determine what role each stakeholder group or individual will play in the evaluation?

Potential roles for stakeholders might include:

- Participating in the design of the evaluation
- Providing input on development of data collection protocols/instruments
- Collecting data
- Assisting with analysis and interpretation
- Being an advocate for your program and/or the evaluation
- Raising funds
- Sharing findings

### Do you have a plan for keeping stakeholders involved and engaged in the evaluation?

- Is there a standing meeting you can use for regular stakeholder meetings?
- Will you need to provide incentives for some stakeholders to participate, particularly those that receive services from your program?
- Are there key times when you want to make sure to check in with your stakeholders?



## Template: Engaging your stakeholders

Who are our evaluation stakeholders?	How might they be involved? What will they do?	What might they be interested in learning from the evaluation?	What do we need to do to get them involved and keep them engaged during the evaluation?
<i>Example: Board members</i>	<i>Review and comment on evaluation plan; assist with interpretation of evaluation results</i>	<i>How program can be improved</i>	<i>Include as agenda item on existing board meetings; identify a champion to ensure involvement</i>