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](https://www.sagepub.com/))
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

(Patton, 2008)
Intended Users

- Policy and decision-makers
- Program sponsors
- Evaluation sponsors
- Target participants
- Program managers
- Program staff
- Program competitors
- Contextual stakeholders
- Evaluation and research community
Source: Wikipedia stakeholder analysis
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

