

Telling Your Story Scoresheet

Score as Follows: Excellent=3; Pretty Good=2; Not That Good=1; Not Good At All=0		
Evaluation Step	Standard	Score
Engaging Stakeholders	Identified Stakeholders	
	Clarify stakeholder interests in evaluation.	
	Demonstrate the benefit of evaluation to stakeholders	
	Show stakeholders how they can help with evaluation.	
	“Engaging Stakeholders” Subtotal	
Program Description	Identify the needs to be addressed.	
	Clarify the theory of change.	
	Create visual representations describing theory of change.	
	Identify goals, objectives and criteria of success.	
	“Program Description” Subtotal	
Ensuring Use and Lessons Learned	Evaluation utility for stakeholders has been assessed.	
	Stakeholders regularly informed of evaluation status.	
	Follow-up meetings regarding evaluation findings.	
	Disseminate rationales and reasons for evaluation processes.	
	“Ensuring Use and Lessons Learned” Subtotal	
Focusing Evaluation Design	Create evaluation questions with stakeholder input.	
	Articulate roles and responsibilities for evaluation partners.	
	Useful and credible data plan.	
	Plan for evaluation revision.	
	“Focusing Evaluation Design” Subtotal	
Gathering Credible Evidence	Data triangulation of all indicators.	
	Engaged in metaevaluation for all evaluation steps.	
	Data sources reinforce each other.	
	Longevity of data has been assured.	
	“Gathering Credible Evidence” Subtotal	
Justifying Conclusions	General consensus on conclusions.	
	Account for alternative explanations for outcomes.	
	Local data has been compared to other communities.	
	Findings are limited to the current context.	
	“Justifying Conclusions” Subtotal	
Telling the Story Score	Engaging Stakeholders + Describing the Program + Ensuring Use and Sharing Lesson Learned	
Story Elements Score	Focusing the Evaluation Design + Gathering Credible Evidence + Justifying Conclusions	