

Key considerations for evaluating KMb



Why evaluate?

- Why are you interested in evaluating your KMb efforts?
- Are you looking to assess program growth, improvements or are you wondering if your KMb plan met its objectives?

What are the goals?

- What questions are important to think about?
- How will you capture your KMb goals, process and impact?

What is the focus?

- A **process evaluation** examines implementation success.
- An **outcome evaluation** assesses if a project is meeting its objectives.
- An **impact evaluation** explores longer-term impact such as influence.

Who is involved?

- Who values your initiative?
- What do they need from an evaluation?
- How do they want to receive this valuable information?

How will you do it?

- What methods will you use? (quantitative, qualitative or both)
- Are there existing tools to help gather your data or will you need to create your own?

Other factors?

- How will you address internal and external factors that may effect the outcome of the evaluation?