

## **VOLUME 12: FEED THE FUTURE EVALUATION DESIGN TEMPLATE NOVEMBER 2015**

The attached Feed the Future Evaluation Design Template provides guidance to third party evaluators and USAID missions on recommended content for documenting how performance and impact evaluations will be conducted for Feed the Future projects and/or activities. The Template encourages third party evaluators to describe all aspects of the evaluation being undertaken, including relevant activity or project Information, the proposed evaluation design, including methods of data collection and analysis, the management plan, relevant ethical considerations, and applicable annexes. Before an evaluation begins, relevant USAID staff review and approve the proposed Evaluation Design to ensure all necessary and relevant aspects of the evaluation are covered prior to field work.

For questions on this template or its use, please contact the BFS Monitoring and Evaluation team at [BFS.MEL@usaid.gov](mailto:BFS.MEL@usaid.gov).



# FEED<sup>THE</sup>FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



Feed the Future [COUNTRY]  
Evaluation Design for [Activity Name]  
Submitted: [Month] [201x]



**USAID**  
FROM THE AMERICAN PEOPLE

Prepared for the United States Agency for International Development under USAID Contract  
Number XXXX

USAID/[Country] Contact:  
xxx@usaid.gov

[Author/Firm] Contact:  
Name  
Address  
Phone number  
Email

## Table of Contents

<b>I. Activity or Project Information.....</b>	<b>5</b>
a. Activity or Project Description .....	5
b. Theory of Change .....	5
<b>2. Evaluation Design.....</b>	<b>6</b>
a. Evaluation Purpose .....	6
b. Evaluation Research Questions .....	6
c. Methodology for Quantitative and Qualitative Data Collection .....	6
d. Methodology for Quantitative and Qualitative Data Analysis.....	7
e. Outcome Measures .....	7
f. Additional Pertinent Information .....	7
g. Limitations of the Evaluation .....	8
<b>3. Management Plan .....</b>	<b>8</b>
a. Team Members and Roles and Responsibilities.....	8
b. Logistics and Supplies .....	8
c. Data Collector/Enumerator Training (if any) .....	9
d. Quality Control.....	9
e. Data Management & Security.....	9
f. Preparation of Datasets for Public Use (if applicable).....	10
<b>4. Ethical Considerations.....</b>	<b>10</b>
a. Approvals .....	10
<b>5. Annexes .....</b>	<b>10</b>
a. Evaluation Work Plan .....	10
b. Data Collection Instruments.....	11

## I. Project Information

### a. Mechanism Description

*Describe the Feed the Future activity/mechanism being evaluated. Include the following items: activity/mechanism goals and objectives, main program components/interventions and delivery mechanisms, key activity/mechanism outcomes, target areas and target population groups, program implementation plan (start date, duration, deployment plan and timeline), and total budget. (Note: much of this material can come from project documents).*

### b. Theory of Change

*Please include either a diagram and/or a narrative that describes the project's theory of change and articulates the causal pathways from activity implementation to the desired impacts. The description should include intermediate outcomes that would change along the way to final impacts or objectives of the project. (Note: this should also be available in project documents).*

## 2. Evaluation Approach

### a. Evaluation Purpose

*Please state the intended purpose of the evaluation. The purpose should make clear why the evaluation is being conducted, what information is needed, and how and by whom the information will be used.*

### b. Evaluation Research Questions

*Succinctly state the primary questions that the evaluation will seek to answer. (Note: Evaluation research questions should be available in the Statement of Work, but a refined set of questions should be developed in consultation with USAID where needed).*

### c. Methodology for Quantitative and Qualitative Data Collection

*Please indicate briefly the methods and plans for data collection. This section should include all methods for primary collection (interviews, surveys, direct observation, etc.) and secondary data collection (project documents, performance reports, etc.). This section should also provide information on the sampling strategy, sample size, planned methods of triangulation and, if relevant, the intended approach to create a counterfactual.*

**d. Methodology for Quantitative and Qualitative Data Analysis**

*Describe the methods you will use to analyze the quantitative and/or qualitative information collected. Analysis methods should be described in detail for both quantitative (descriptive statistics, regression analyses, etc.) and qualitative (domain analysis, network analysis, etc.) data. Also, any software that will be used should be mentioned (SPSS, STATA, ATLAS.ti, etc.).*

**e. Outcome Measures**

*Briefly discuss the outcome measures that will be used for this study (quantitative and qualitative) and relate them to the evaluation research questions. Explain which evaluation questions the quantitative and qualitative data will help address and how. Define the variables or indicators that will be used to measure these outcomes.*

**f. Additional Pertinent Information**

*Use this section to describe any further information that is pertinent to this particular evaluation and should be considered as part of the evaluation design. For example, this section could be used to discuss collaboration agreements for analysis with other institutions or overlaps with other evaluations and coordination with those evaluations.*

**g. Limitations of the Evaluation**

*Describe any limitations of the evaluation. This section should state what the evaluation will not be designed to answer and any assumptions that the evaluator is making in designing or conducting the evaluation.*

**3. Management Plan**

**a. Team Members and Roles and Responsibilities**

*Provide information on the staff needed for the evaluation, including names and titles of personnel, as well as any subcontractor firms (i.e. local data collection firms) to be hired. This section should be accompanied by a description of the roles and responsibilities of each staff position needed and how they will contribute to the evaluation.*

**b. Logistics and Supplies**

*Describe how the logistics of the evaluation will be managed, including how data collection will be supervised. Any supplies and/or materials needed to conduct the evaluation should also be noted.*



**c. Data Collector/Enumerator Training (if any)**

*Describe training plans for all data collectors/enumerators (if any), including length of training, location, expected number of participants , topics covered, and piloting or field testing approaches during training.*

**d. Quality Control**

*Describe what methods will be employed to ensure quality control of data collection.*

**e. Data Management & Security**

*Describe how collected data will be transmitted into formal databases or software platforms for data analysis. This should also include information on how data will be managed and stored to ensure respondent information is kept secure and confidential.*

**f. Preparation of Datasets for Public Use (if applicable)**

*Describe how datasets will be prepared for public release and the timeline by which data will be submitted to the USAID Data Development Library (DDL).*

**4. Ethical Considerations**

**a. Approvals**

*Describe what approvals are needed for the evaluation and the process by which those approvals will be obtained. This includes any approvals needed by host national governments or relevant ministries to conduct data collection. Describe the Institutional Review Board (IRBs) to be used (if any). If any final reports require host national government approval before public release, please make a note of the requirements.*

**5. Annexes**

**a. Evaluation Work Plan**

*Provide a timeline of activities to be undertaken for the evaluation. The activities listed should include milestones and key deliverables essential to conducting the*

evaluation. The timeline below should be adapted as necessary to meet the needs of each evaluation.

Activities	Responsible Person(s)	1 <sup>st</sup> Month				2 <sup>nd</sup> Month			
		1	2	3	4	5	6	7	8
<b>TASK 1: Develop Evaluation Design</b>									
Activity 1:									
Activity 2:									
<b>TASK 2: Data Collection</b>									
Activity 1:									
Activity 2:									
<b>TASK 3: Data Analysis</b>									
Activity 1:									
Activity 2:									
<b>TASK 4: Report Writing</b>									
Activity 1:									
Activity 2:									

#### b. Data Collection Instruments

Attach any developed data collection instruments that will be used for the evaluation, including interview guides and other documents that are intended to collect primary data from respondents.