Evaluation project:

Goal of the project:

IDENTIFYING STAKEHOLDERS AND USERS FOR MAXIMISING EVALUATION PARTICIPATION

USER/STAKEHOLDER	PROPOSED ROLE IN EVALUATION PROJECT	USE OF EVALUATION/ ACTION TO TAKE	BENEFITS TO THEM FROM PARTICIPATION	NOTES	PRIORITY RANKING

Note: Please see reverse page for more information about the columns and how to complete the table.

EVALUATION MADE EASY:
STAKEHOLDER/USER IDENTIFICATION TABLE

INSTRUCTIONS FOR COMPLETION OF THE TEMPLATE

This template can be used to assist with a variety of evaluation projects. Projects include identifying goals and outcomes for evaluation (and strategic planning), developing an evaluation framework or plan, communicating evaluation progress and reporting evaluation findings. The table on the reverse page can be used as a fillable template or it can be printed out and completed. It is ideally completed as part of a team activity. However, it can also be completed by individuals and shared with your team to compare/combine results. It is suggested you allow about 45-60 minutes to complete the table, and additional time for discussion and review.

We suggest that you start by first completing the far-left column to list all the stakeholders and users. Then complete the far-right column to prioritise these stakeholders and users for your current evaluation project. Once you have completed the first and last columns, complete the rows in order of priority, starting with priority stakeholder/user 1.

A brief guide to assist you in completing each of the columns is provided below.

USER / STAKEHOLDER	In this column, you will identify relevant stakeholders or users of the evaluation project. Who is this project for? Who needs to know about this project? Who are you communicating to? Who is impacted by this project? Who needs to be involved and take any actions resulting from the project results? It is suggested that you work with user groupings such as: program or service delivery participants, staff members (current and future), project staff, administrative staff, service-delivery staff), leaders and executive, board members, funder (current and potential), project and evaluation commissioner, collaborating organisations/agencies, the general public, specific community groups.
PROPOSED ROLE IN EVALUATION PROJECT	What is the stakeholder's role in the evaluation project? For example, if the project is the development of an evaluation framework, the role of the Board might be to steer the evaluation project and the project staff members' role might be to plan for and collect evaluation data. If the project is communicating evaluation findings, the role of leadership/executive may be to communicate the findings to potential funders, and the role of the current funder will include 'reading or "watching" the evaluation report.
USE OF EVALUATION/ ACTION TO TAKE	What action do you want the stakeholder to take when the project is completed? In the example of the evaluation framework development, a desired actions of the Board may include supporting staff with evaluation data collection and management and communication of the initiative to other stakeholders. In the example of the evaluation report and funder, the desired action may include continuing to fund the initiative.
BENEFITS TO THEM FROM PARTICIPATION	This includes the advantages of participation for each priority stakeholder. For the evaluation framework and board member example, this might be increased understanding of the initiative and evaluation which might make their role more rewarding. In the example of communicating the findings and participating communities, this might include the benefit of being able to shape the initiative so that it is more appropriate for the community
NOTES	A space to include any other relevant information to the evaluation project. For example, in the example of evaluation reporting, this might include the "evidence preference" of the stakeholder (i.e., quantitative, qualitative, or mixed-method).
PRIORITY RANKING	Prioritising the relative importance of stakeholders will help you to focus on the most important stakeholders to the success of the project.