

Evaluation Stakeholder Engagement Planning Matrix

WHY IS THIS USEFUL?

1. Pulls stakeholder analysis information together.
2. Helps evaluators develop a carefully articulated plan for engaging or responding to different stakeholders throughout the evaluation.
3. Poses the questions of who should be engaged and when, how, and why at each step.

TYPE OF INVOLVEMENT	DO NOT ENGAGE	ENGAGE AS DATA SOURCE	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Step 1: evaluation planning							
Step 2: evaluation design							
Step 3: data collection and organization							
Step 4: data analysis and interpretation, judgements, about findings. Add recommendations.							
Step 5: decision making and implementation of evaluation recommendations							

- ✓ Evaluators can enter the names of the stakeholders in the appropriate cells in the matrix to indicate the extent to which each stakeholder will be involved in each step as the evaluation progresses.
- ✓ Begin using this matrix relatively early in any evaluation effort.
- ✓ Fill out the matrix with stakeholders' names in the appropriate boxes.
- ✓ Develop action plans for how to follow through with each stakeholder.
- ✓ Cycle back and revise the matrix as the evaluation design and methods unfold.