

Evaluation plan template

This document provides an example of an evaluation plan that helped a Cochrane Group test whether readers of a journal thought Cochrane Corner articles were useful. It is not supposed to be a 'perfect plan'. It is a simple example of using the [Evaluation Plan template](#) in 'real life'.

Title

Evaluating Cochrane Corner articles published in journal X

Date

October 2020

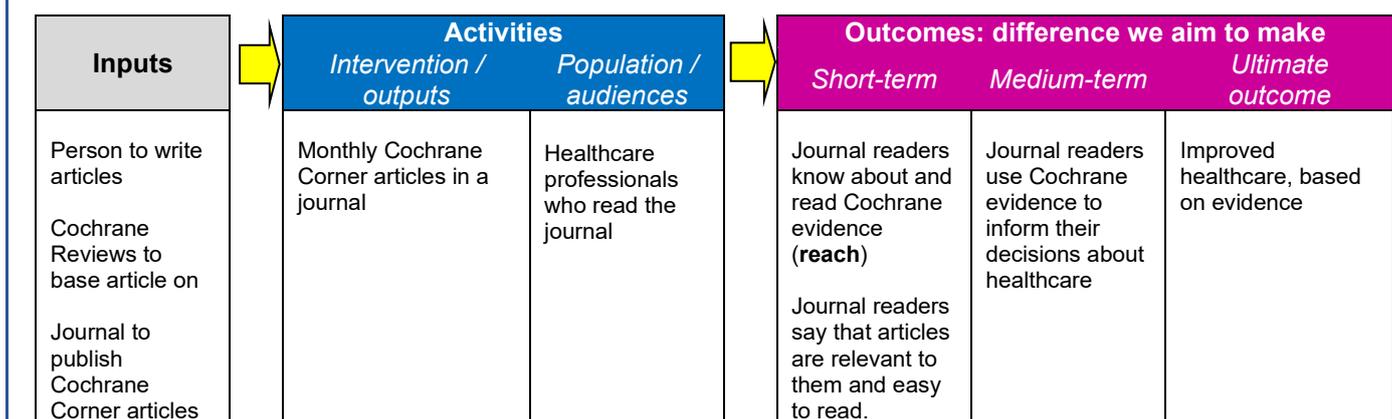
1. Purpose of the evaluation

Our Cochrane Group publishes Cochrane Corner articles every month in a journal. These take quite a bit of time to prepare so we want to see if people are reading the articles and whether they find them useful. Our evaluation questions are:

- Are journal readers reading Cochrane Corner articles regularly? (our reach)
- Do journal readers find Cochrane Corner articles relevant and easy to read? (usability)
- Do journal readers use anything they read in Cochrane Corner articles in their work? (use)

2. Description of our KT activity

We publish monthly Cochrane Corner articles in a journal. These are targeted to English-speaking healthcare professionals who subscribe to the journal. We hope that providing articles makes journal readers aware of what Cochrane does. We also hope that they find the articles relevant to their work and easy to read so that they use what they learn to provide good patient care.



3. Methods to collect evaluation data

We will use the following evaluation methods:

- Journal website statistics to see how many people read our articles online each month
- Survey for journal subscribers, asking them whether they read Cochrane Corner articles, what they think of them and whether they have used anything they read to inform their work

What do you want to achieve from your KT? (Outcomes)	How will you know whether you have succeeded?	What methods will you use to measure your successes?	Timeframe	Resources needed	Who?
Journal readers have heard of Cochrane	70% of all journal readers surveyed will say they have heard of Cochrane.	<ul style="list-style-type: none"> Online survey: link to be emailed to all subscribers by the publisher 	<ul style="list-style-type: none"> 1 month: February 2021 	<ul style="list-style-type: none"> Online survey platform 	AM
Journal readers read Cochrane Corner articles	1000 people will read the articles each month	<ul style="list-style-type: none"> Google Analytics looking at article URL Online survey as above 	<ul style="list-style-type: none"> Review of last 12 months of online statistics Survey as above 	<ul style="list-style-type: none"> Journal to provide Google Analytics info Survey platform as above 	SH AM
People who read Cochrane Corner articles say they are relevant to their work and setting	75% of readers who have read at least 1 Cochrane Corner will say these are relevant to them	<ul style="list-style-type: none"> Online survey as above 	<ul style="list-style-type: none"> Survey as above 	<ul style="list-style-type: none"> Survey platform as above 	AM
People who read Cochrane Corner articles say the articles are easy to read	75% of readers who have read at least 1 Cochrane Corner will say these are easy to read	<ul style="list-style-type: none"> Online survey as above 	<ul style="list-style-type: none"> Survey as above 	<ul style="list-style-type: none"> Survey platform as above 	AM
People who read Cochrane Corner articles say they have used something they learnt in their work	20% of readers who have read at least 1 Cochrane Corner will say they have used 1 or more things in their work in the past year	<ul style="list-style-type: none"> Online survey as above 	<ul style="list-style-type: none"> Survey as above 	<ul style="list-style-type: none"> Survey platform as above 	AM

Challenges

A potential challenge is that we are relying on the journal to send a link to the online survey we will create for journal subscribers. We are relying on the journal to share their online statistics about how many people read the articles. However, the mitigation is that we have been working with the journal for two years and we have agreed together that it would be good to evaluate Cochrane Corner articles. We are working as partners on the evaluation. Cochrane will design the survey, put it online and analyze the data. The journal will analyze the online statistics and promote the survey to subscribers.

4. Methods to compile evaluation data

Analysing evaluation data

The survey will use mainly closed-ended questions. The online survey programme will calculate percentages and display graphs for each question. We will have one open-ended survey question. AM will read all the answers and group the themes into categories.

The website analytics programme provides graphs and statistics.

Sharing the learning

AM will compile all the information into a short report in March 2021. We will share this with our Cochrane Group team and volunteers. We will meet with the journal to review the report and plan next steps.

We will write a blog for the journal website and our Group website focusing on what we will do next.

5. Managing your evaluation

Evaluation team

AM will develop the survey questions, put them online and analyze the data. EK will liaise with the journal. SH from the journal will provide Google Analytics information.

Evaluation stakeholders

The stakeholders for this evaluation are:

- Cochrane Group members who write Cochrane Corner articles (high involvement, high influence)
- Cochrane Group funder because some of our funded time is used to write articles (low involvement, medium influence)
- Journal because they want to know whether to keep publishing these articles (medium involvement, high influence)

Our Group members and the journal team have planned the evaluation together. We have scheduled a meeting to discuss the findings at the end of the evaluation. We will let our funder know the number of people reading Cochrane Corners and what they thought of them as part of our annual report to the funder.

Resources

We will need:

- 2 days of AM time to prepare and test the survey questions and analyze the results
- 0.5 days of EK time to liaise with the journal and meet with them at the end
- survey hosting platform

Timeline

30 October 2020 – confirm evaluation plan with journal (EK)

20 November 2020 – draft survey questions and review with journal (AM)

21 December 2020 – pilot test survey questions and make changes (AM)

15 January 2021 – load survey questions online (AM)

31 January 2021 – provide website statistics for all Cochrane Corner articles published in 2020 (SH)

1 February 2021 – launch online survey, send email invite to subscribers (SH)

20 March 2021 – close online survey, analyze trends, write report (AM)

30 March 2021 – meet with journal to review findings and plan next steps (EK, SH)

Evaluation activities	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21
Initiation						
Identify stakeholders / Stakeholder Mapping						
Initial meeting to confirm plan						
Develop evaluation plan						
Complete Outcomes Map						
Confirm purpose, indicators, methods						
Write up Evaluation Plan and share						
Data collection and analysis						
Draft survey questions, test and launch						
Collate website statistics						
Data analysis						
Reporting and communications						
Write report and review						
Progress review meeting with journal						
Develop blog / other KT dissemination approaches						