

WORKSHEET 18: IMPLEMENTATION TRACKING WORKSHEET

1. What are the key process evaluation objectives for your program? (Remember to make them SMART objectives.)

- a. _____

- b. _____

- c. _____

- d. _____

- e. _____

2. What types of mechanisms will you use to track progress of your implementation?

a. Outreach activities:

- Materials inventory
- Distribution list
- Materials placement audit
- Digital materials distribution tracking
- Other: _____

b. Target audience response:

- Response tracking sheets
- Activity reports
- Online metrics
- Diaries/graffiti sheets
- Other: _____

c. Media exposure:

Television and radio logs

Tear sheets

News hits

Bounceback cards

Other: _____

d. Online “buzz”:

Social media monitoring system

Content analysis

Online community interactions

Other: _____

e. Management effectiveness/efficiency:

Staff survey

Staff focus groups

Partner feedback

Timeline and budget assessment

Other: _____

f. Issue monitoring:

News and information searches

Legislative tracking systems

Attitude surveys

Other: _____