



Adapted from Salabarría-Peña, Y, Apt, B.S., Walsh, C.M. *Practical Use of Program Evaluation among Sexually Transmitted Disease (STD) Programs, Atlanta (GA): Centers for Disease Control and Prevention; 2007.*

## STAKEHOLDER EVALUATION CONVENING: CONVERSATION GUIDE

At this meeting you will want to brief stakeholders on your program as well as the program component or activity you want to evaluate. You also want to meet the following objectives, below:

**Objective #1:** Obtain a clear understanding of stakeholder interests, perceptions, and concerns related to your program and evaluation. Posing some of the following questions to stakeholders may help you gather this critical information:

- What do you perceive as the purpose of this program? What do you think about this program?
- What concerns, if any, do you have about the program or the evaluation?
- What have you heard about the plans for the proposed program evaluation?
- What areas do you think are important to address first in the evaluation?
- What do you hope to learn from the evaluation?
- What concerns, if any, do you have with the program evaluation?
- How much availability do you have to participate in the evaluation process?
- How do you expect to be involved with the evaluation?
- How can we meet your evaluation and communication needs?

**Objective #2:** Identify and agree upon stakeholder roles and responsibilities related to the evaluation before it begins.

- How do you want to be involved in the evaluation process given your individual strengths and resources? Would you like to be involved in:
  - Developing evaluation questions?
  - Identifying priority issues to be evaluated?
  - Identifying data sources or assisting with data collection?
  - Assisting with disseminating results?
  - Other contributions?

**Objective #3:** Assure stakeholders that you will strive to maintain open communications and address their concerns. To maximize effective communication, let the group know *when* they will hear from you, including when you will seek their input during the evaluation process.

- Emphasize to the stakeholders that while their input and recommendations are very valuable, it may not be feasible to implement all of their recommendations, due to the availability of program resources (i.e. program staff, time, and budget priorities).
- Keep in mind that some stakeholders may not be able to attend all the meetings. In such situations, it is important to omnibet request input from those interested through alternative means (e.g., email).

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