

# GET TO KNOW YOUR EVALUATION STAKEHOLDERS

YOU'VE IDENTIFIED YOUR POTENTIAL STAKEHOLDERS, **NOW WHAT?** GET THEIR INPUT BY ASKING SOME OF THE FOLLOWING QUESTIONS...



- WHAT DO THEY PERCEIVE THE PURPOSE OF YOUR PROGRAM IS?
- WHAT IS THEIR CURRENT OPINION OF THE PROGRAM?
- WHAT CONCERNS, IF ANY, DO THEY HAVE ABOUT THE PROGRAM?
- WHAT INFLUENCES THEIR OPINION OF THE PROGRAM, AND/OR THEIR OPINIONS GENERALLY?



- WHAT HAVE THEY HEARD ABOUT THE PROPOSED PROGRAM EVALUATION?
- WHAT AREAS DO THEY THINK ARE IMPORTANT TO ADDRESS FIRST IN THE EVALUATION?
- WHAT DO THEY HOPE TO LEARN FROM THE EVALUATION?
- HOW MUCH PROGRESS DO THEY THINK IS REASONABLE TO EXPECT FOR THIS PROGRAM AT THIS TIME?
- WHAT CONCERNS, IF ANY, DO THEY HAVE WITH THE PROGRAM EVALUATION?
- WHAT FINANCIAL OR EMOTIONAL INTEREST DO THEY HAVE IN THE OUTCOME OF THE EVALUATION?  
IS IT POSITIVE OR NEGATIVE?
- IF THEY ARE NOT LIKELY TO BE POSITIVE WHAT WILL WIN THEM AROUND? OR IF YOU ARE UNLIKELY TO WIN THEM AROUND, HOW WILL YOU MANAGE THEIR OPPOSITION?



- HOW AVAILABLE ARE THEY TO PARTICIPATE IN THE EVALUATION PROCESS?
- WHAT RESOURCES (I.E., TIME, FUNDS, EVALUATION EXPERTISE, ACCESS TO RESPONDENTS, ACCESS TO POLICYMAKERS) MIGHT THEY CONTRIBUTE?
- WHAT SUPPORT DO YOU WANT FROM THEM?
- WHAT ARE THE POLITICAL IMPLICATIONS OF THEIR INVOLVEMENT IN THE EVALUATION?



- HOW WILL THEY USE THE RESULTS OF THIS EVALUATION?  
WHAT DECISIONS ARE GOING TO BE MADE BY WHOM, AND WHEN?
- HOW CAN YOU BEST MEET THEIR COMMUNICATION NEEDS?  
WHAT INFORMATION DO THEY WANT FROM YOU?
- HOW DO THEY WANT TO RECEIVE THIS INFORMATION? WHAT IS THE BEST WAY OF COMMUNICATING WITH THEM?



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Adapted from U.S. Department of Health and Human Services. Centers for Disease Control and Prevention. Office of the Director, Office of Strategy and Innovation. Introduction to program evaluation for public health programs: A self-study guide. Atlanta, GA: Centers for Disease Control and Prevention, 2011, and 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.