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?