

Implementation Evaluation: Template for an Analysis Plan

Instructions: Use this template to outline your approach to analyzing data for your implementation evaluation. It covers five areas: (1) research questions, (2) data sources and outcome measures, (3) analytic approach, (4) plans for reporting, and (5) planned dissemination activities. Many of these topics were also covered in the design plan template in [Toolkit 1](#); if you completed a design plan for your evaluation, you can likely use information from it to create your analysis plan.

Italicized text indicates guidance on the type of information to include in each section. The top rows of tables, shaded in light blue, are labeled as example entries that show how to complete the table.

Research questions

State the research questions that the evaluation intends to answer. If your research questions have changed since you developed your design plan, be sure to clarify the changes and why you made them.

If necessary, refer to the design plan template for instructions on developing research questions.

Data sources and outcome measures

1. Data sources

List the data sources you will use to answer each research question. These might include program materials, attendance logs, observation tools, interviews, focus groups, or surveys. Also, list the sample for each data source, including the intended sample that you planned for and the actual sample (the number of respondents with data). You can also highlight the timing and method of data collection.

Consider creating a table, such as Table 1, to map data sources to the question they were used for, the intended sample, and the actual sample.

Table 1. Data sources and intended and actual samples, by research question

Research question	Data sources	Intended sample	Actual sample
<p><i>Example:</i> <i>What was the quality of interactions between facilitators and youth during programming in fall 2021?</i></p>	<p><i>Example:</i></p> <ul style="list-style-type: none"><i>In-person observations of program implementation</i><i>Virtual youth focus groups</i>	<p><i>Example:</i></p> <ul style="list-style-type: none"><i>25 percent of all program sessions will be observed</i><i>6 focus groups each with 6–9 youth for a total of 36–45 youth</i>	<p><i>Example:</i></p> <ul style="list-style-type: none"><i>10 percent of all program sessions were observed in fall 2021.</i><i>5 focus groups, each with 6–9 youth, for a total of 38 youth. Focus groups held via Zoom immediately after the program finished.</i>

2. Outcome measures

Outline the outcome measures that you will use to address each research question and a summary of how you will construct the measure. List any predetermined benchmark for outcome measures. For instance, you might have expected benchmarks on the percentage of youth that attend all program sessions or the percentage of sessions that were implemented with high fidelity. For qualitative measures, you might not have predetermined benchmarks. You might wish to display this information in a table, such as Table 2.

Table 2. Outcome measures and targets, by research question

Research question	Data source	Measures	Benchmark
<i>Example: What was the quality of interactions between facilitators and youth during programming in fall 2021?</i>	<i>Example: Observations of program implementation</i>	<i>Example:</i> <ul style="list-style-type: none"> • Average score from 5-point scale rating of facilitator-youth interactions • Percentage of observed sessions with high-quality interactions (namely, those that score 4 or 5 on the 5-point scale), calculated as the percentage of observed interactions that observers scored as “high quality” 	<i>Example:</i> <ul style="list-style-type: none"> • Average score of 4 out of 5 across observations • 90 percent of observed sessions to be implemented with high quality
<i>Example: What was the quality of interactions between facilitators and youth during programming in fall 2021?</i>	<i>Example: Youth focus groups</i>	<i>Example:</i> <ul style="list-style-type: none"> • Percentage of youth focus group respondents that expressed positive interactions with facilitators 	<i>Example:</i> <ul style="list-style-type: none"> • Not applicable

Analytic approach

Describe how you will analyze each outcome measure. Depending on the measure, you may conduct quantitative or qualitative methods.

- **Quantitative analysis:** Data from sources such as attendance logs, observation tools, and surveys can often be summarized using quantitative methods. You can calculate averages, ranges, or percentages on specific metrics. For example, you could calculate the average attendance for all youth and youth at each program site. You could also present the range and average of scores from a measure on the observation tool.

- **Qualitative analysis:** Data from sources such as program materials, interviews, focus groups, and open-ended survey items should be analyzed systematically using qualitative methods. For example, you might wish to identify themes across focus groups and interviews to see how youth responded to specific activities. For more information on qualitative analysis methods, see other resources in this toolkit, including the Qualitative Analysis How To Guide and the video What Does Qualitative Coding Look Like? Qualitative Research Methods in [Toolkit 3](#).

--

Consider building on the table from the outcome measures section, as in Table 3, to show the analysis methods used for each outcome measure.

Table 3. Analysis method for each outcome measure

Research question	Data source	Outcome measures	Analysis method
Example: What was the quality of interactions between facilitators and youth during programming in fall 2021?	Example: Observations of program implementation	Example: <ul style="list-style-type: none"> Average score from 5-point scale rating of facilitator-youth interactions Percentage of observed sessions with high-quality interactions (namely, those that score 4 or 5 on the 5-point scale), calculated as the percentage of observed interactions that observers scored as “high quality” 	Example: Quantitative analysis to calculate the average score on the quality rating and the percentage of sessions that were high quality (namely, those that score 4 or 5 on the 5-point scale)
Example: What was the quality of interactions between facilitators and youth during programming in fall 2021?	Example: Youth focus groups	Example: <ul style="list-style-type: none"> Qualitative feedback from youth focus groups on the interactions with facilitators 	Example: Qualitative analysis using Excel to identify key themes across the focus groups

Plans for reporting

Describe the reporting efforts you plan to use for the implementation evaluation. These efforts might include a final report, presentations, blog posts, and journal articles. For information on reporting, see [Toolkit 3](#) resources including the Final Report Template, How to Write a Winning Abstract, and Data Visualization: Simple Design, Impactful Message.

Planned dissemination activities

Describe planned activities to share results from the implementation evaluation with staff, partners, and the community. Include dissemination efforts that will take place while the evaluation is underway and those that will occur after the evaluation ends. For more information on dissemination, see Sharing Your Program Successes with the World: Innovative Dissemination Strategies and the Social Media Toolkit within [Toolkit 3](#).