**APP Evaluation Planning Template**

This template builds on the University’s [Evaluation for Impact Cycle](https://sites.reading.ac.uk/evaluation-and-impact/) and the [Impact by Design Steps](https://sites.reading.ac.uk/evaluation-and-impact/impact-steps/) of the Evaluation and Impact Framework. The **APP Evaluation Planning** template helps to ensure that we have a consistent approach to assess the evidence of impact for the activities within the APP Intervention Strategies. There is a separate APP Evaluation Reporting template to guide the writing up of an evaluation. The Evaluation Plan should build on an Intervention Strategy’s Theory of Change (ToC), setting out how you will measure the benefits you expect to see.

It is an aspiration that we work toward evaluation reports that can be accessed publicly, such as on the university website, but also publishable in external platforms such as research journals or blogs. Please note the university is also committed to trial the pre-registration of evaluation plans, where our evaluation approach, evidence to be collected, and markers of success are identified and stored externally from the outset. Subsequent and reflective changes are possible, but these will need to be documented in the evaluation report.

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| --- |
| **Evaluation Planning** |
| **Activity name** |  |
| **Function** |  |
| **Contact name**  |  |
| **Contact email** |  |
| **Date of evaluation plan** |  |

# Step 1: Why are you doing this? What are you trying to achieve?

## A. Rationale

[What is the need, problem or opportunity? What evidence is there? Relevant or previous evaluations, OfS data or existing research in the area]

## B. Overview of the activity/initiative/project

[Describe the initiative and what you plan to do? What are the inputs (staff/students/resources/funding)? Who are the target end users? What is the general aim?]

## C. Linking to the Access and Participation Plan 2024-2028

[Identify which key objective/intervention strategy does your work contribute] ☒Tick all that apply.

[ ]  Objective A: Reach more disadvantaged people through programmes of activity that support a successful application to UoR courses

[ ]  Objective B: Further reduce perceived and real barriers to entry to UoR for applicants from disadvantaged backgrounds

[ ]  Objective C: Achieve a student population that is more representative of society

[ ]  Objective D: Ensure that under-represented students who begin their studies at UoR remain on course and complete their studies

[ ]  Objective E: Close unexplained degree outcomes gaps that correlate with ethnicity and socially disadvantaged backgrounds

[ ]  Objective F: Close the unexplained gaps in progression that correlate with disadvantaged backgrounds

# Step 2: Evaluation method

## A. Research Questions (RQs)

[What are the research questions for this evaluation? What is the scope of the evaluation? Help formulating evaluation questions can be found [here](https://sites.reading.ac.uk/evaluation-and-impact/resources/). You may also want to refer to the [5 levels of impact guidance](https://sites.reading.ac.uk/wp-content/uploads/sites/42/2019/10/Five-levels-of-Impact-Sample-questions.pptx). For example, will the activity increase X [e.g., an intermediate outcome] for student groups Y [e.g., target group]).

## A.1 Process Evaluation RQs

[Only if applicable – e.g., how is the activity delivered, what is the impact of any alterations, how much does the activity cost to run?]

## B. Ethics/consent

[Have you checked consent with regard to age of participants, especially for evaluation reports that will be published]

## C. Participants

[Who will participants be? Most often the same as the target end users, might be subset for different measures e.g., an interview. How many participants are we aiming to have (roughly)]

## D. Comparison group

[Is there a feasible comparison group? How exactly will we get this comparable data?]

## E. Data collection

[What exact data will you collect? From what methods/instruments? Short term e.g., before/after questionnaires, medium-term e.g., 3-6 month follow ups, and long-term e.g., application/destination data]

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| --- | --- | --- | --- |
| What data will be collected? | What instrument or methods will be used? *(include further details for survey items)* | How will the instrument be administered? | Short, medium or long-term? |
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## F. Data Analysis

[How will each dataset be analysed (e.g., descriptive statistics, inferential statistics, comparative, thematic, context analysis), what type of data output will we get?] The evaluation team will be able to discuss and support you on this.

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| --- | --- | --- |
| Data collected (repeated from above) | What analysis will be done on this data? | What will this data output allow us to say? (consider also evidence type 1, 2, 3) |
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# Step 3. Markers of success

## A. Outcomes and the use of data

[How will we use the data (detailed above) to assess whether it worked and where to go next? i.e. we’ll know [outcome reached] when we see [indicator]; Did the activity increase [outcome] amongst [student group]?”. Consider the outcomes for this activity under the APP Intervention Strategy.

## B. Comparisons to similar programmes

[Only if relevant; have there been previous similar evaluations that could tell us what effect size or impact we might expect?]

# Step 4: Dissemination and timeline

[Please include an appropriate date and timeframe for when the activity starts, when data will be collected, when analysis will take place, when an end-of-cycle report could be written, and how might we disseminate the data/conclusions] The evaluation team will use these dates as part of our monitoring and communication.

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| --- | --- |
| Typical activity start date(s) |  |
| When will each method of evaluation data be collected?  |  |
| When will analysis take place? |  |
| When will an evaluation report be written (1st draft)? |  |
| Expected publication mode (e.g. APP Website, conference, blogs, journals, elsewhere) |  |

# Step 5: Risks and mitigations

[What are the potential risks of this evaluation being unsuccessful (e.g., not having enough responses from students). Is there anything we can do now to mitigate them?]

## Any other notes or comments?

**Thank you for completing the activity evaluation plan. Please send this back to the evaluation team in Word. If you have a Theory of Change (ToC) already developed for this activity, please include it at the end or as a separate document.**