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## Evaluation Planning: RUFDATA

DRAFT

### RUFDATA Categories

- Reasons and Purpose
- Uses
- Foci
- Data
- Audience
- Timing
- Agency



<http://www.lancs.ac.uk/fass/events/capacitybuilding/index.php>

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## RUFDATA: an evaluation planning tool

- **Reasons and Purposes:** planning, managing, learning, developing, accountability
- **Uses:** providing and learning from examples of good practice, staff development, strategic planning, PR, provision of data for management control
- **Foci:** activities, aspects, emphasis to be evaluated, should connect to the priority areas for evaluation
- **Data and Evidence:** numerical, qualitative, observational, case accounts
- **Audience:** community of practice, commissioners, yourselves
- **Timing:** coincidence with decision making cycles, life cycle of projects
- **Agency:** yourselves, external evaluators, combination

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## Rough Guide to RUFDATA

### Reasons and purposes

- What are the reasons and purposes for evaluation?
  - Planning
  - Managing
  - Learning
  - Developing
  - Accountability

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## Rough Guide to RUFDATA

### Uses

- What will be the uses of our evaluation?
  - Provide examples of good practice
  - Staff development
  - Strategic Planning
  - Public relations
  - Data for management control

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## Rough Guide to RUFDATA

### Foci

- What will be the foci of our evaluations?
  - Activities
  - Emphasis / angle of activity



Connect with priority areas for evaluation in your Widening Participation Strategic Plan

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## Rough Guide to RUFDATA

### Data and Evidence

- What data and evidence will we use in our evaluations?
  - Numerical
  - Qualitative
  - Observational
  - Case Studies

**aimhigher**  
Evidence Good Practice: Guidance

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## Rough Guide to RUFDATA

### Audience

➤ Who will be the audience for our evaluations?

- Yourself
- Participants
- Institution / Partnership
- External body - funding
- Community of Practice
- Other

How might audience influence the evaluation process?

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## Rough Guide to RUFDATA

### Timescale

➤ What will be the timing / schedule for our evaluations?

- When should it take place?
- Links with other
  - decision making cycle
  - lifecycle of project
- Relationship with other activities

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## Rough Guide to RUFDATA

### Agency

➤ Who should be the agent conducting the evaluations?

```

graph TD
    A([Yourself]) --- B([External Evaluators])
    B --- C([Combination])
  
```

See Aimhigher Tyne and Wear consultancy 10H for example of combined approach


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## Evaluation Capacity Building in Widening Participation Practice



**ECB Toolkit Website:**  
[www.lancs.ac.uk/fass/events/capacitybuilding/index.php](http://www.lancs.ac.uk/fass/events/capacitybuilding/index.php)

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