Evaluation Planning: RUFDATA

RUFDATA Categories

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

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

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

Rough Guide to RUFDATA

Reasons and purposes

➢ What are the reasons and purposes for evaluation?

- **Planning**

- **Managing**

- **Learning**

- **Developing**

- **Accountability**

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**

Rough Guide to RUFDATA

Foci

➢ What will be the foci of our evaluations?

- **Activities**

- **Emphasis / angle of activity**

Don't Forget

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

Rough Guide to RUFDATA

Data and Evidence

➤ What data and evidence will we use in our evaluations?

- **Numerical**

- **Qualitative**

- **Observational**

- **Case Studies**

Λimhigher

Evidence Good Practice:
Guidance

Rough Guide to RUFDATA

Audience

➢ Who will be the audience for our evaluations?

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

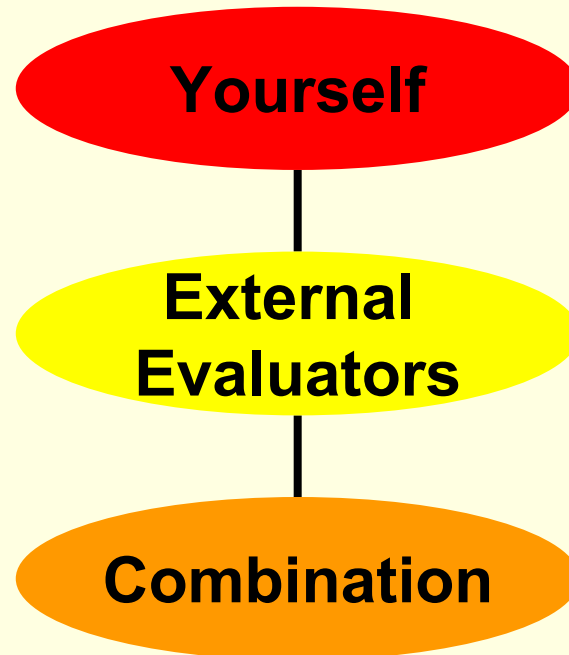How might audience influence the evaluation process?

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

Rough Guide to RUFDATA

Agency

➢ Who should be the agent conducting the evaluations?

Yourself

External Evaluators

Combination

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

Evaluation Capacity Building in Widening Participation Practice

ECB Toolkit Website:

www.lancs.ac.uk/fass/events/capacitybuilding/index.php

The Team:

Paul Davies, Ann-Marie Houghton, Lesleyann Morgan, Murray Saunders

Deena Jayousi, Rebecca Marsden, Shealagh Whytock