

# Evaluation Planning Tool

Use this worksheet to help you define, plan and design your program evaluation.

1. DEFINE

## PROBLEM What issues does the program address?

*Barriers for STEM professionals—women, in particular—who re-enter the workforce after a career break (e.g. flawed recruitment practices and conscious and unconscious biases, such as the perception of employers that a CV gap equates to a deterioration of skills)*

## AUDIENCE

**Program participants**  
Who is the program for?

*Returners: STEM professionals who want to return to work  
Employers: companies, orgs, businesses looking to hire*

**Evaluation audience**  
Who is interested in the eval.?

*STEM Returners staff, program participants, supporters, government, STEM sector*

## GOALS SMART / Specific - Measurable - Achievable - Relevant - Time specific

**Outcomes - Short-term**  
(immediate to 1 year)

*Change recruitment methods that tend to exclude or disadvantage returning professionals*

**Outcomes - Medium-term**  
(2-4 years)

*- Increase # of mid- senior career STEM professionals  
- Increase # of women / minority ethnic backgrounds  
- Attract and re-train STEM workers from other industries  
- Raise awareness of unconscious bias  
- Promote good practice in inclusive recruitment*

**Impacts - Long-term**  
(5+ year)

*Achieve parity in representation and pay for female STEM professionals as well as a significant increase in the underrepresented cultural and ethnic groups in STEM*

2. PLAN

## ACTIVITIES

**Activities**

*What will participants do?  
12-week paid placement of returning STEM professionals*

*Employers assess candidates on practical competencies and skills, rather than their employment history*

*Employers monitor participants' progress and choose whether to hire candidates on a permanent basis at the end of the program*

**Inputs**

*What is needed?  
STEM Returners staff, mentors and management staff of participating Employers  
Placement advertising platform, monitoring infrastructure, training and support services*

**Outputs**

*What is delivered?  
Registered Returners and Employers  
Workshops and outplacement services  
Reports and resources*

## EVAL. PRIORITIES

1-3 priorities for evaluation

*Establish a baseline of demographic and baseline information about Returners*

*Identify barriers to re-entering the STEM sector after a career break*

*Evaluate the effectiveness of the program in helping STEM professionals return to work after a career break*

## KEY QUESTIONS

What questions will eval. answer?

*Who are STEM returners? What are their demographic attributes?*

*What are the barriers for STEM professionals attempting to re-enter the workforce after a career break?*

*How, and to what extent, does the program help STEM professionals return to the workforce? Who returns to the workforce?*

## INDICATORS

What demonstrates the outcomes?

*Gender, ethnicity, years of experience, career break (reasons and length), education*

*Self-reported experiences, perceived barriers, # jobs applied for through standard recruitment, feedback received on applications*

*% of Returners in permanent role with host Employer; # of Returners returned to an industry; % of women / minorities returned to workforce*

3. DESIGN

## DESIGN APPROACH

Pretest, posttest, time series?

*Posttest*

*Posttest*

*Posttest*

## METHOD

Qualitative, quantitative, mixed?

*Mixed methods*

*Mixed methods*

*Mixed methods*

## DATA COLLECTION TOOL

Survey, interview, observation?

*Survey*

*Survey*

*Survey + Employer monitoring data*