

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?

Women are underrepresented across all STEM sectors in Australia (e.g. in media, as speakers at conferences and events, on boards and committees, as award nominees and in workplaces)

AUDIENCE

Program participants Who is the program for?

Women in STEM
Orgs / individuals looking to meet gender equity targets and/or increase visibility of women in STEM and/or looking for STEM expertise

Evaluation audience Who is interested in the eval.?

Government, policy makers, the organising committee, potential partners and STEM Women users

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

Outcomes - Short-term (immediate to 1 year)

SW represents women from all states and territories
3000 STEM Women profiles
10% of searchers lead to a connection with a useful expert
10% of profiles offered an opportunity through SW
SW is used by media and conference and event organisers

Outcomes - Medium-term (2-4 years)

10,000 STEM Women profiles
30% of profiles attribute SW as reason for access to opportunity
SW is recognised as a place to find support, advice and a sense of community for women in STEM
SW is staple component in the science community and science-related media'

Impacts - Long-term (5+ year)

Greater representation of women in STEM
- in the media
- at conferences
- at events
- on boards

2. PLAN

ACTIVITIES

Activities What will participants do?

STEM Women users:
- create and update profiles and access resources and opportunities

Seekers:
- search, shortlist and send messages

STEM Women staff:
- monitor and approve profiles and group messages
- Identify and pursue options for international expansion and sustainable funding

Inputs What is needed?

User time inputs:
- Women in STEM = 10-20 mins create/update profile
- Seekers = 5-10 mins
Staff salaries: \$160,000
Site development and promotion: \$90,000
In kind contributions of the committee: \$140,000

Outputs What is delivered?

STEM Women profiles
Useful connections between STEM Women and Seekers
SW resources and opportunities

Eval. PRIORITIES

1-3 priorities for evaluation

Discovery: Evaluate the effectiveness of SW in showcasing and providing career advancing opportunities to a diverse range of women

Connection: Evaluate the effectiveness of SW as a platform to share expertise, knowledge and experiences

Awareness: Evaluate awareness of SW within the STEM community as a tool

KEY QUESTIONS

What questions will eval. answer?

Does STEM Women showcase a diverse range of women? Is it an accessible and usable platform?

Does STEM Women help women in STEM to share their expertise, knowledge and experiences with the community?

Is the STEM community aware of STEM Women and its functions?

INDICATORS

What demonstrates the outcomes?

- Positive responses to survey questions and case studies
- Ease of discovery and messaging
- Number of profiles

SW profiles lead to useful connections
- Rate of contact
- Rate of responses
- Types of messages sent between SW and Seekers

- STEM community say they use SW
- Number of SW site visits
- Location of visitors

3. DESIGN

DESIGN APPROACH

Pretest, posttest, time series?

Time series (interim survey + posttest)

Posttest

Time series

METHOD

Qualitative, quantitative, mixed?

Mixed method

Mixed method

Quantitative

DATA COLLECTION TOOL

Survey, interview, observation?

Survey (interim + posttest); interviews (posttest); observation (i.e. website analytics)

Survey; interviews

Observation (i.e. website analytics)