# Introduction to evaluation design

## Outline and agenda

### Full-day (6-hour) session:

### Virtual delivery - split over two days

[training@fasttrackimpact.com](mailto:training@fasttrackimpact.com)

# Course description

This live online workshop provides an introduction to the core principles of evaluation design, equipping participants with the knowledge and tools to plan and implement effective evaluations. Practical examples and interactive exercises will help participants define evaluation objectives, craft meaningful questions, and select appropriate methods tailored to specific evaluation goals.

**Key benefits:**

- Build a structured approach to evaluation while critically assessing impact.

- Gain clarity on impact objectives and align the evaluation framework with organisational or programme needs.

- Compare qualitative and quantitative methods to identify suitable tools for specific goals.

- Identify and engage key stakeholders to enhance the relevance and utility of evaluations.

- Develop impact logic models and theory of change to map programme goals and pathways to achieve them.

- Address key considerations for data collection, analysis, and interpretation.

- Apply concepts in real-world contexts through group discussions and exercises.

At the end of the workshop:

- You receive slides and links to useful resources you can borrow and adapt for your work.

- Prof Jensen continues to answer all questions from participants via email after the course, guaranteeing a response to all questions within one week.

# Indicative agenda

## Day 1: Developing an evaluation framework

*Start: 09:30 am (20-minute break included)*

### Part 1: Thinking critically about impact

- Introducing evidence-based research impact
- Defining impact

### Part 2: Preparing your evaluation

- Developing an evaluation focus
- Introducing stakeholder analysis
- Clarifying your impact objectives
- Qualitative and quantitative approaches to evaluation

*Close: 12:30 pm*

## Day 2: Impact logic models and theory of change

*Start: 09:30 am (20-minute break included)*

- Introducing impact logic models
- Activity and discussion (breakout groups)
- Introducing theory of change
- Activity and discussion (breakout groups)

*Close: 12:30 pm*

# About Fast Track Impact

Fast Track Impact is an international training platform, delivered by the Institute for Methods Innovation, a non-profit organisation. Its mission is to change the way busy researchers generate and share knowledge so that their ideas can change the world and they can get their thinking time back.

Fast Track Impact runs training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. It has trained 15,000+ researchers from more than 200 institutions in 55 countries.

# About the trainer

### Professor Eric A. Jensen

Prof Jensen is a social scientist with a PhD from the University of Cambridge in sociology. He is part-time professor at the University of Warwick, where he has led courses on public engagement with science, science policy, audience research and social research methods (including surveys and statistics). He is also a doctoral research supervisor for the University of Oxford. As a visiting research scientist at the National Center for Supercomputing Applications at the University of Illinois, Jensen works on a Sloan Foundation-funded project on research software policy.

Prof Jensen has 20+ years of research and practice experience in social research, evaluation, public and policy engagement and science communication. He has delivered hundreds of training workshops on evaluation methods and evidence-based science communication, as well as leading and consulting on projects large and small on public engagement with research, impact evaluation, socially responsible research, and environmental communication. Prof Jensen also serves as an Independent Ethics Mentor for European Commission-funded projects, reviewing data management and ethics planning. He has extensive experience in ethical approval processes in higher education.