**Design matrix template (Gao version**[[1]](#endnote-1)**)**

**Evaluation Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Evaluation Purpose:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

| Researchable Question(s) | Information Required and Source(s) | Scope and Methodology | Limitations | What this Evaluation will Likely allow the evaluator to Say |
| --- | --- | --- | --- | --- |
| What questions is the team trying to answer?  Identify specific questions that the team must answer.  Ensure each major evaluation question is specific, objective, neutral, measurable, and doable.  Ensure key terms are defined.  Each major evaluation question should be addressed in a separate row. | What information does the team need to address each evaluation question? Where will they get it?  Identify documents or types of information that the team must have.  Identify plans to address internal controls and compliance.  Identify plans to collect documents that establish the “criteria” to be used.  Identify plans to follow up on known significant findings that team found in obtaining background information.  Identify sources of the  required information, such as databases, studies, subject area  experts, program officials, models, etc. | How will the team answer each evaluation question?  Describe strategies for collecting the required information or data, such as random sampling, case studies, focus groups, questionnaires, benchmarking to best practices, use of existing data bases, etc.  Describe the planned scope of each strategy, including the timeframe, locations to visit, and sample sizes.  Describe the analytical  techniques to be used,  such as regression analysis, cost benefit  analysis, sensitivity  analysis, modeling,  descriptive analysis,  content analysis, case  study summaries, etc. | What are the design’s limitations and how will it affect the evaluation?  Cite any limitations as a result of the information required or the scope and methodology, such as:  —Questionable data quality and/or reliability.  —Inability to access certain types of data or obtain data covering a certain time frame.  —Security classification or confidentiality restrictions.  —Inability to generalize or extrapolate findings to the universe.  Be sure to address how these limitations will affect the evaluation. | What are the expected results of the work?  Describe what the evaluation team can likely say. Draw on preliminary results for illustrative purposes, if helpful.  Ensure that the proposed answer addresses the evaluation question in column one. |
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1. Adapted from U.S. Government Accountability Office. 1991. Designing Evaluations. Washington, DC PEMD-10.1.4., p.20. [↑](#endnote-ref-1)