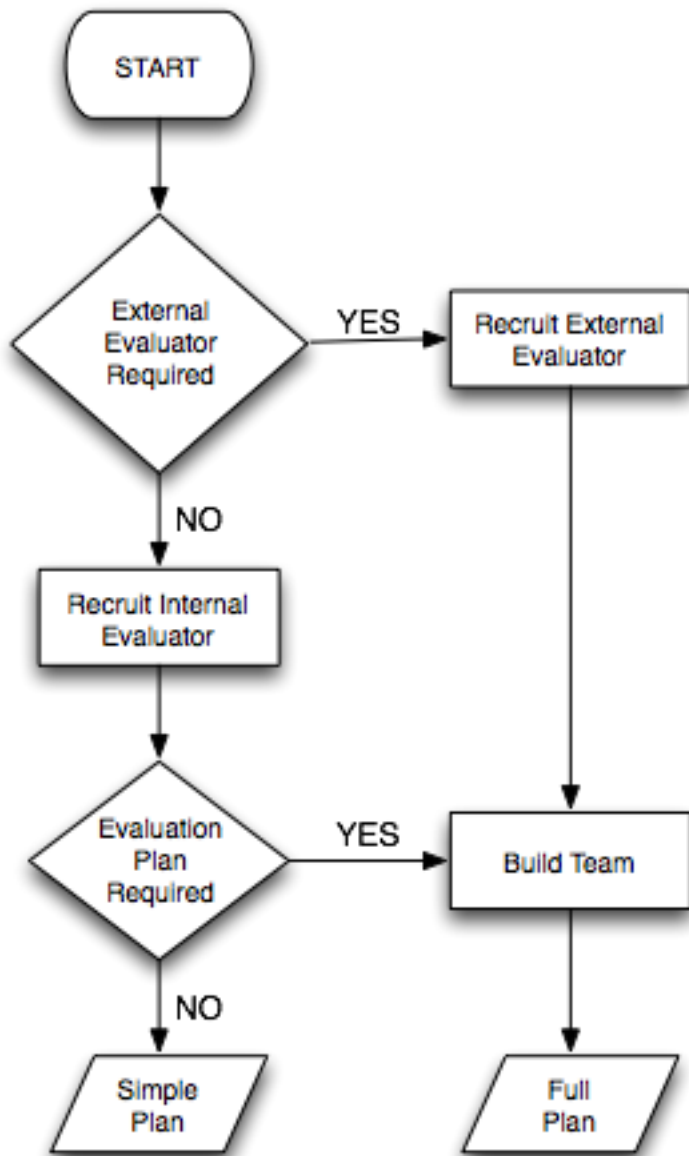


Do I need an external evaluator?



Choosing an Evaluator

- Form an evaluation committee
 - a key person or small group
- Define the evaluation
 - what do you want to evaluate
- Consider an internal evaluator
 - can help control cost
 - may lack broad experience
- Locate an external evaluator
 - consider referrals from peers
- Interview the evaluator. Do they:
 - understand your project
 - feel a study can be done within your budget
- What is their approach
 - do they know the program
 - are prior reports useful
- Good evaluators are in demand
 - ensure they have adequate time for your project

Budget

An evaluation professional is key to helping you design and conduct an evaluation. Most US federal agencies including NSF, National Institutes of Health, EPA, Department of Education, USDA and Department of Energy recommend or require external evaluation on projects with an education or outreach component. A typical minimum external evaluation budget is 10% to 12.5% of direct costs. This number is a guide. Effective evaluations may cost more. Evaluation budgets for private foundations are sometimes higher. Evaluation budgets for state agencies vary.