## **Guiding Questions for Planning an Evaluation with an Example**

What do you want to know generally?

Did the "Grow Council Bluffs" program work?

What do you want to know specifically?

Did the "Grow Council Bluffs" program reach its goal of 200 new, stable, living wage jobs?

Have you defined all concepts and terms in measureable ways?

The term "New jobs" means the created jobs are not replacing ones being cut or shifted from elsewhere. If a job is eliminated from one part of a company and a 'new' one is created under this program, it doesn't count as "new."

Stable means the job has existed and continues to exist at at least the same pay for at least three years.

Living wage means annual salary excluding benefits for 2019 is at least \$xx,xxx (and adjusted for inflation annually thereafter) which we believe is sufficient for living in Council Bluffs.

Can you get information to answer these questions from existing information in some other program or place?

Yes – all businesses already report on jobs through the Council Bluffs annual business survey; their definition of "new" job matches ours, it includes annual salary information and date of job creation.

No – there is no trusted source of information on local jobs with this kind a detail. We'll have to track program participant businesses annually ourselves.

Can someone gather the data in a systematic and reliable way?

The city tax office has offered to designate someone to pull the information from the survey/distribute a survey each year.

Did you test out your data gathering plan?

Yes!