

# Engagement Evaluation Planner

Define what success looks like before engagement begins. Evaluation designed afterward only proves the process performed well against metrics chosen because it performed well against them.

## BEFORE – DEFINE SUCCESS CRITERIA

- Participation targets: who must be represented, not just how many?
- What will good input look like? Quality, not just volume.
- How will you know the decision space is still open at project end?
- What would cause you to pause and redesign mid-stream?

## DURING – REAL-TIME TRACKING

- Are priority stakeholder groups represented in participation data so far?
- Is the quality of input meeting the brief?
- Are any groups disengaging? Do you know why?
- Have undisclosed constraints emerged? Has the decision space shifted?

## AFTER – EVALUATE AGAINST PRE-SET CRITERIA

- Did participation reach defined targets, including hard-to-reach groups?
- Did input directly address the decisions defined at project start?
- Can you show specific community contributions in the decision record?
- Was the feedback loop closed? Can participants find what happened with their input?
- What will you do differently next time? Document it. Read it before the next project.

## TEST YOUR EVALUATION

*The honest question: could the evaluation results have been predicted before engagement ran? Were the metrics chosen because the process performed well against them? If yes – that is rationalisation, not evidence.*