MONITORING AND EVALUATION FRAMEWORK TEMPLATE

This template is an aid to assist the user in establishing the campaign's monitoring and evaluation framework to determine if the campaign is adequately calibrated toward achieving the intended mission outcomes.

How to use the template:

- Identify and define indicators that align to the campaign's mission outcomes. See *Understanding Science During Public Health Emergency* for example outcomes and metrics.
- Determine the target(s) you will try to achieve. Since the campaign will be new, the targets can be modified or be different based on the campaign timeline.
- Determine how it will be measured, where you will obtain data, and if there are any data gaps that need to be addressed.
- Determine the frequency of how often each indicator will be measured.
- Determine the person/team responsible for measuring indicators.

Outputs:

- Data gaps identified (track and create an action plan for obtaining and/or proxy measures)
- Indicator tracking dashboards, spreadsheets and visualization tools identified
- The inputs to a reporting structure and cadence plan between the oversight team and the CMT
- Complete the monitoring and evaluation framework

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	INDICATORS **What are the metrics and measures?**	DEFINITION **How is it calculated?**	TARGET **What is the target value?**	DATA SOURCE **How will it be measured -what data?**	FREQUENCY **How often will it be measured?**	RESPONSIBLE **Who will measure it?**	REPORTING **Where will it be reported?**
Example: *Increase Community Understanding & Commitment*	*Number of Partners*	*Sum the total number of confirmed partners for overall and by region*	*75 partners overall* *3-5 partners by region*	*Counts from the community engagement tracker report*	*Weekly*	*Community Engagement Management*	*Community Engagement Dashboard*
Increase Community Understanding & Commitment	*On-page Conversion Rate*	*Number of website visitors that complete the form to make an appointment for donation / Total number of visitors that visit the website*	*25% conversion rate of all website visitors*	*Website Data*	*Weekly*	*Website Management Team*	*Website Metric Report and Dashboard*
Outcome							
Outcome							

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