



Evaluation can be conducted throughout your research project, not limited to the end-products and outcomes. An adaptive and responsive evaluation approach will facilitate the maintenance of a strong relationship to your partners, collaborators, and end-users.

1. Determine process-based, project-level indicators and outcomes-based, product-level indicators.

These indicators can be measured to evaluate activities during your research project, such as workshops, outreach effectiveness, communication, research methods, the functioning of teams and committees, and the effectiveness of research end products. Consider adapting and using the [Workshop Evaluation](#) form for your workshops and events held to capture partner and user input.

2. Joint evaluation of practical and scientific impact.

Revisit the logic models developed early in the project. Are you on track to meet your short, medium and long-term outcomes?

Short-Term	Mid-term	Long-term
Relationships	Actions	Environmental change
Learning	Behaviour	Social conditions
Awareness	Decisions	Economic conditions
Knowledge	Practice	Public health improvements
Attitudes	Policies	Institutional change
Skills	Initiatives	
Opinions	Efficiency	
Motivations	Regulations	
Intentions	Investments	
Capacity	Risk avoidance	
	Cost savings	

Consider asking the KM Core Team to help you tell the story of your project to communicate broader value by combining narratives with indicators of success.²

Examples of process-based, project-level indicators include:

- Website metrics
- Social media metrics
- Number of tools and webinars created
- Number of training sessions and number of participants
- Number of mentoring sessions and small group collaboration meetings
- Common outcome/quality surveys to determine perceptions of engagements
- Informal broader reputation
- Informal value as seen by executive leads³

Examples of outcomes-based, product-level indicators include:

- Uptake of tools within end users
- End-user perception of usefulness and accessibility of tools
- Environmental improvement and user perceptions of environment
- Policy change
- Effects of policy change for end user condition needs?
- Regulation change or effectiveness in determining regulatory compliance
- Change in user perceptions of risk and adaptive capacity to changing conditions
- Changed educational curriculums
- Increased skill and capacity for community-level monitoring, decision-making and response
- Community perceptions of capability in monitoring, decision-making and response
- Journal article publication and metrics
- Newspaper and magazine publications

3. Measuring indicators

Set an evaluation goal and determine how the information will be used to inform your project's next steps. Determine indicators and what methods you will use to measure them. Remember, there are a large number of indicators for any process or outcome, so to avoid user fatigue, you will need to choose a small number of indicators that accurately represent the core of your evaluation question or goal. Mixed-methods approaches are valuable for providing data that can be used to tell a story from both the research perspective and the user perspective.⁴

4. Listen to feedback and act on it.

This is a vital step in continuous evaluation, to ensure your research reflects the interests of end-users and fosters meaningful participation and user efficacy. Document your actions and responses to how input will be incorporated or not. Communicating these expectations is key in reducing user fatigue and building trust.⁵

5. Identify further opportunities.

- Are there any unanswered questions that remain, or new questions that have arisen?
- Identify potential partners for any new research questions.
- Keep connected to those that are still engaged with the issues and outcomes associated with your research to understand and track longer-term impacts.

1. Adapted from the Canadian Water Network University of Wisconsin Water Model by Bergen, A. 2018. "Measuring mobilization: skill development in KMb Evaluation." (Workshop). Presentation at the Canadian Knowledge Mobilization Forum, Winnipeg.
 2. Donovan, Claire. 2011. "State of the art in assessing research impact: introduction to a special issue." *Research Evaluation* 20, no. 3: 175.
 3. Research Impact Canada. 2018. "Logic Model."
 4. Bergen, A. 2018. "Measuring mobilization: skill development in KMb Evaluation." (Workshop). Presentation at the Canadian Knowledge Mobilization Forum, Winnipeg.
 5. Ibid.