EVALUATION CHECKLIST FOR CLUB ASSESSMENT

1. When to evaluate?

Ideally an evaluation should occur annually. Realistically, every two to four years, and early in that period (or even sooner) if circumstances have greatly changed since the last evaluation, or if the head coach or board members have some reason for concern.

2. Who should evaluate?

An internal group or person if they can be spared from normal assignments, have the right qualifications, and will be sufficiently objective. Outsiders whenever those qualifications cannot be fully met.

3. What is the standard?

The terms in which the mission statement, a strategic plan, or a statement of goals (the more specific the better) define what was expected to be achieved. If no such document exists, the board must specify the standard to be met.

4. Who should oversee the work?

The head coach, together with a board oversight committee. They should approve the study's design, budget, and schedule; receive progress reports; review a draft report before the evaluation is concluded; and decide how the full board might best receive and discuss the report.

5. What might be some key questions?

Specifics will vary with whatever is being evaluated, but generic questions are:

- If we were starting today, would we do it this way?
- Do our actions match our mission statement?
- How are we like and unlike the best in our field?
- What do our intended beneficiaries think of our performance?
- How are the next five years likely to be different?

6. The report is submitted. What then?

Implementation is the pay-off. It is the responsibility of the board and the head coach to make it happen.