

Data Collection Matrix Elements		Definition
1.	Evaluation questions	A high-level question aimed to understand the value, impact, and significance of the intervention. A well-written evaluation question will serve as the guiding framework for your evaluation design and identify what you want to understand about the intervention.
2.	Indicators	Specific qualitative and quantitative data points that are used to operationalize the outcomes or activities of the intervention. It is recommended to have more than one indicator for each outcome or activity being evaluated.
3.	Data sources	Identifies from whom or what agency the data will come from for the evaluation.
4.	Data collection method	The method at which the data will be captured. This includes, but not limited to, surveys, focus groups, interviews, observations, etc.
5.	Responsible party	The individual or entity responsible for collecting/ providing the needed data. For example, an external evaluator will be the responsible party that will conduct interviews and collect primary data for the evaluation.
6.	Timing	Related to the frequency at which the data will be collected (e.g. daily, quarterly, and annually). Serves as a timeline of data collection for your evaluation.
7.	Analysis Plan	A roadmap for how you plan to organize and assess the data to make sense of the information and identify final conclusions to answer the evaluation question.