

# Key Constructs and Measurement

**Goal:** Brainstorm measurement approaches while maintaining alignment with evaluation questions.

**Instructions:** For each evaluation question, identify the construct(s). (*“Construct” refers to the sometimes hard-to-define idea or variable in your EQ. For example, “knowledge”, “engagement”, “uptake” and “interest” are all constructs commonly found in program evaluation questions.*) For each construct, brainstorm as many indicators and possible measurement tools as you can; you can select from these options later.

EQ:			
Construct to be examined	How do you define this construct?	How do you know it when you see it? (What are some possible indicators?)	How might it be measured? (What tool(s) would you need to capture it?)