

Purpose	The purpose of this tool is to help you plan your community engagement M&E activities.
When?	<ul style="list-style-type: none">• As part of your community engagement planning
Resources	<ul style="list-style-type: none">• 2-3 hours (once-off)• Best done as a group exercise
Rating	

How to use the M&E Planning tool

The M&E Framework provides the higher-level thinking you need to monitor and evaluate your community engagement activities. However, to start monitoring and evaluating your engagement activities you'll need to sit down and come up with a plan of attack that is specific to your business or project. Your plan will build from the outcomes, theory of change and key evaluation questions detailed in the M&E Framework, and will articulate how you are actually going to “do” and resource your M&E.

This M&E Planning tool has been adapted from the *Right Conversations Report* and it is designed to guide you through the key points of planning a successful evaluation. The tool is probably most appropriate for the seafood industry association and sector organisation level, but operators with some prior exposure to project management should be able to complete it. The Planning tool includes:

- The questions you will need to ask and discuss within your organisation
- Key tasks you will need to complete as part of your planning. Tick these off as you go to keep track of what your planning process has, and has not covered
- Space for responses. Your responses to these planning questions will form the basis of your organisation's community engagement M&E Plan.

Doing the planning process as a group exercise will help you make sure everyone is on the same page about the M&E and ensure that what you intend to do will meet the needs of your organisation.

