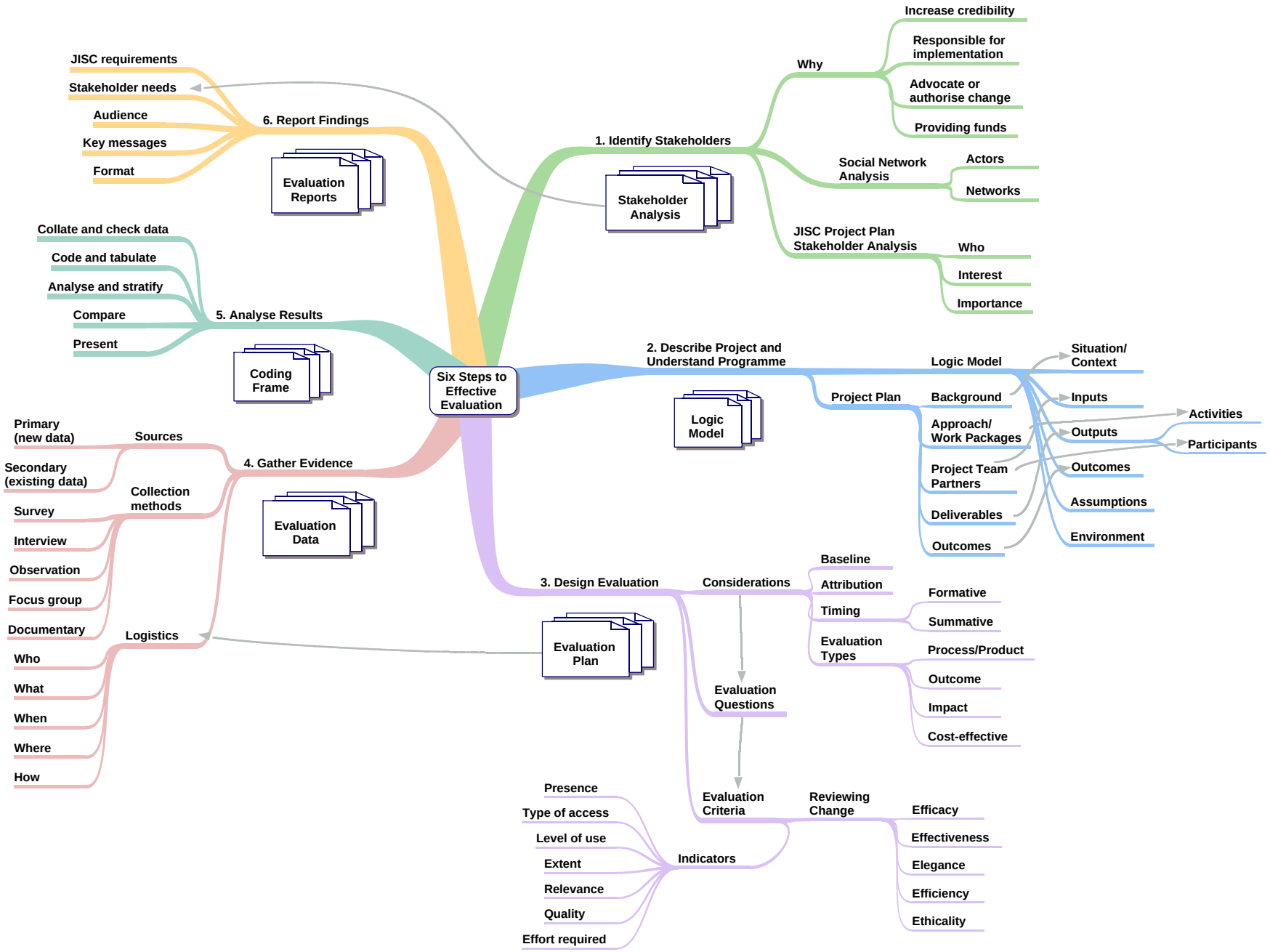Six Steps to Effective Evaluation