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A good program evaluation answers two basic questions:

1. Is my program working?
2. What is my program doing?




Outline

- What is the difference between outcome and process evaluation?
- Is it a randomized control group or nothing at all?!
- Do measurement tools really matter?
- OK, so where do I start?
- What can I expect out of a program evaluation?



Outcome Evaluation


"Does your program work?!"



Process Evaluation


What's inside "the box"?

How is the program designed to run? How is it actually implemented? How do the activities conducted have an impact on the objectives in order to meet the goals?



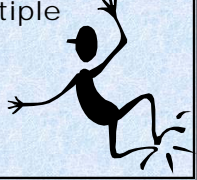
Research Design 101

- Post-test only
- Pretest / posttest
- Quasi-experimental - pre-test / post-test with a comparison group
- Experimental - quasi-experimental with randomization
- Follow-up



Measurement

- Very important to have a good measurement instrument
- The measurement instrument needs to be reliable and valid
- Important to have multiple observation points
- Quantitative and qualitative



How can I prepare for an evaluation?

- ⌘ Program needs clearly defined goals and objectives
- ⌘ Program needs to be fully implemented and stable
- ⌘ Keep lots of records!
- ⌘ Use good measures
- ⌘ Review any previous evaluations
- ⌘ Find a control/comparison group



How can I prepare for an evaluation?

(Closer to the time)

- ⌘ Determine what you want to know.
- ⌘ Decide on your timeframe
- ⌘ Determine availability of program staff
- ⌘ Prepare a budget
- ⌘ Consider doing an "evaluability assessment"



What can I expect from an evaluation?

- ⌘ The more you invest, the more you'll get.
- ⌘ Evaluator's recommendations
- ⌘ The challenge to change.



Conclusion

- ⌘ Evaluations are never perfect.
- ⌘ Consider fitting multiple evaluations together.



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