INTRODUCTION TO PROGRAM EVALUATION

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CONTENT OUTLINE

- Definition of Program Evaluation
- Research vs. Evaluation
  - “Standards” in Evaluation Research
- Formative vs. Summative Evaluation
- Logic Models
WHAT IS PROGRAM EVALUATION?

*determination of merit, worth, significance of a program*

- Program Evaluation ≠ Software Evaluation
  - Program
    - *an intervention being delivered/implemented for the purpose of changing some outcome or set of outcomes*
      - Intervention = organized set of activities to reach specific objectives
  - Software = product/tool ≠ (intervention) program
RESEARCH VS. EVALUATION

Steps common to all research

Additional step in evaluation research

INTRODUCTION TO PROGRAM EVALUATION
A standard is…

a criterion value/set of criteria/values to which results are compared for the purpose of answering an evaluative research question

Logical Process of Setting Standards

1. Determine which criteria are important
2. Establish a standard for each criterion
3. Prioritize criteria (in case some are satisfied & others are not)

Note: these are not the same as standards for practice (guidelines provided by professional organizations)
FORMATIVE EVALUATION

- Formative
  - Evaluation of pieces of a program (short-term goals, linkages)
  - Inform changes/improvements during life of program

FORMATIVE DATA COLLECTED & ANALYZED

CHANGES MADE TO PROGRAM DURING IMPLEMENTATION
SUMMATIVE EVALUATION

- Summative
  - Evaluation of long-term goals/overall purpose of a program
  - Guides action/policy after program cycle is complete

SUMMATIVE DATA COLLECTED & ANALYZED

RESULTS REPORTED TO INFORM DECISION-MAKING
LOGIC MODELS

- Inputs = Elements Invested in Program
  - Community Partners
  - Equipment
  - Manpower
  - Materials
  - Money
  - Technology
  - Time
Activities = Things We Do
- Classes
- Counseling
- Facilities
- Media
- Meetings
- Products (Books, Curriculum, etc.)
- Service Delivery
- Training Workshops
- Tutoring
Outputs = Countable Products
- Case Studies
- Educational Pamphlets Distributed
- Materials Distributed
- Participants
- Projects
- Therapy Sessions
- Transportation Services
Short-Term Outcomes = Learning
- Aspirations
- Attitudes
- Awareness
- Knowledge
- Motivations
- Opinions
- Skills
Intermediate Outcomes = Actions
- Behavior
- Decision-making
- Policies
- Practice
- Social Action
Long-Term Outcomes = Conditions

- Civic
- Economic
- Environmental
- Social