



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

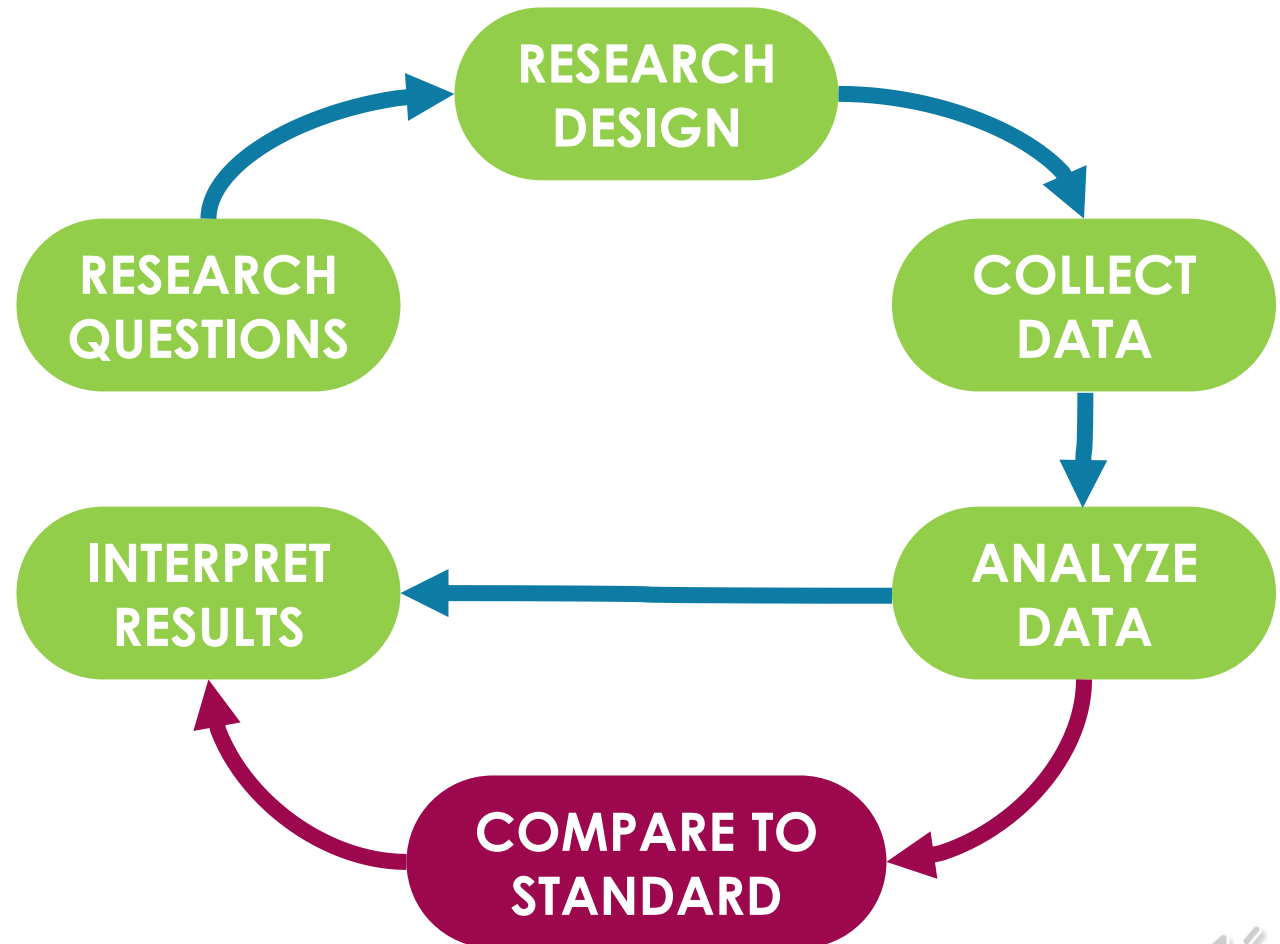
❖ Software = product/tool ≠ (intervention) program



RESEARCH VS. EVALUATION

Steps common to
all research

Additional step in
evaluation research



EVALUATION STANDARDS

➤ 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

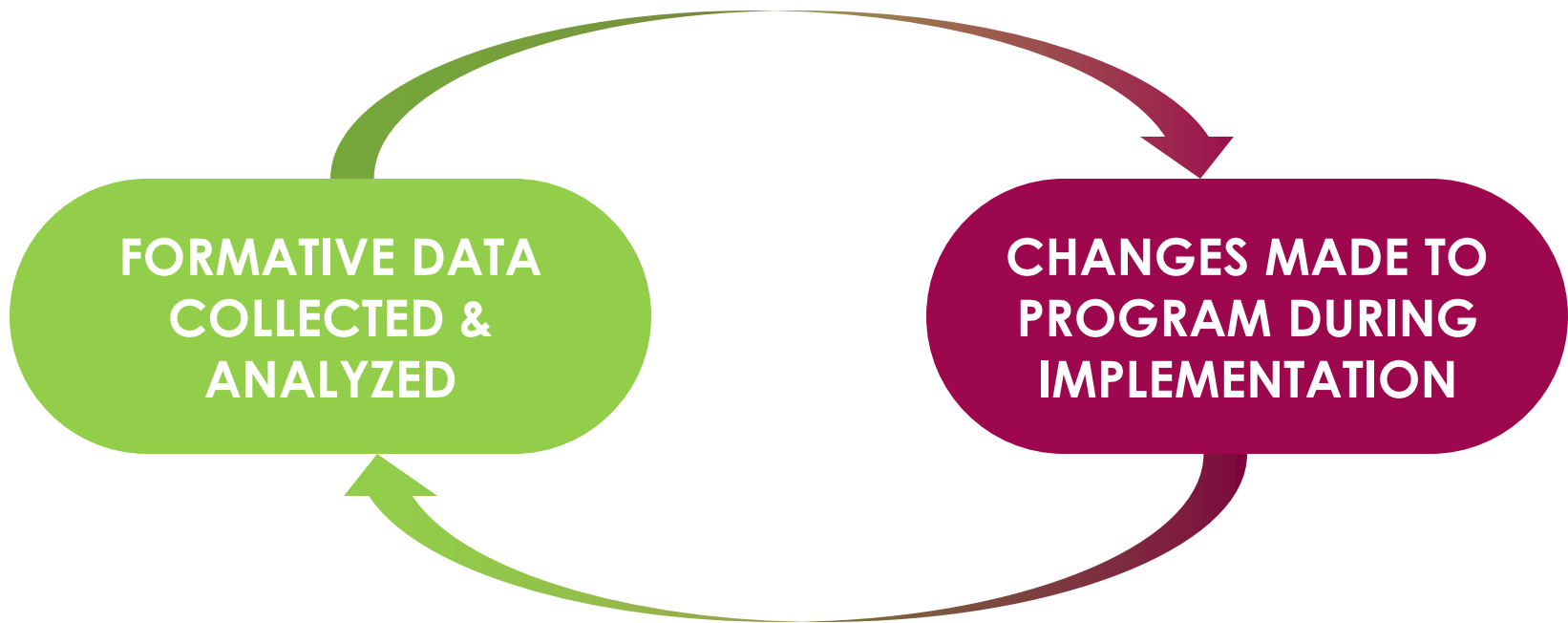
1. Determine which criteria are important
2. Establish a standard for each criterion
3. Prioritize criteria (in case some are satisfied & others are not)

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



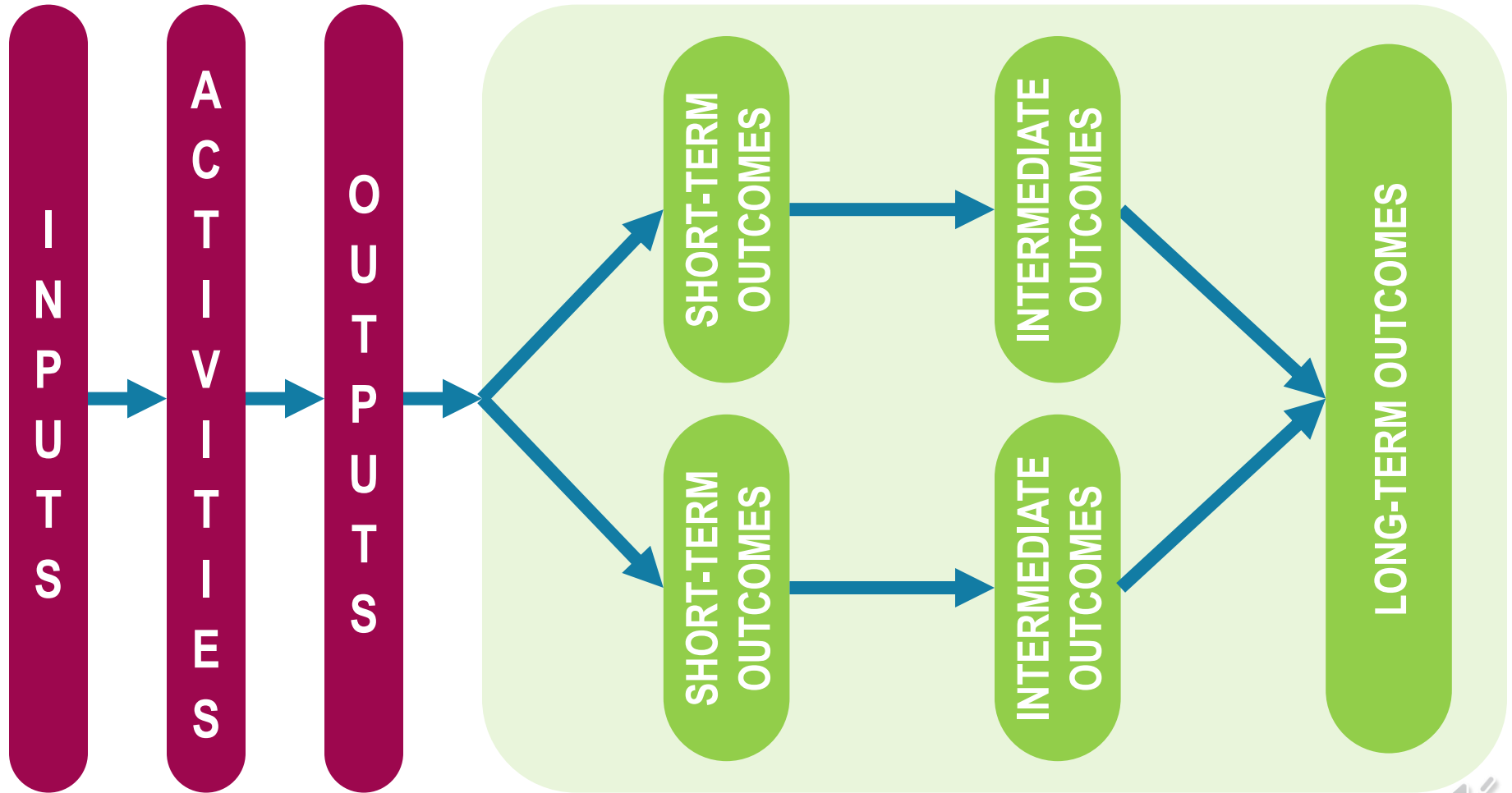
SUMMATIVE EVALUATION

➤ Summative

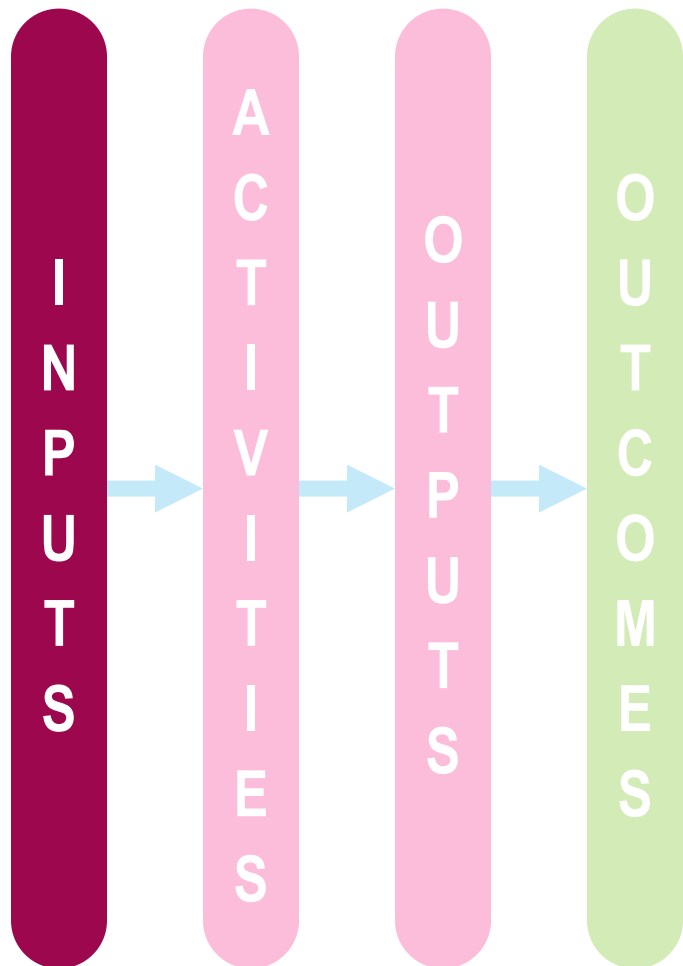
- ❖ Evaluation of long-term goals/overall purpose of a program
- ❖ Guides action/policy after program cycle is complete



LOGIC MODELS



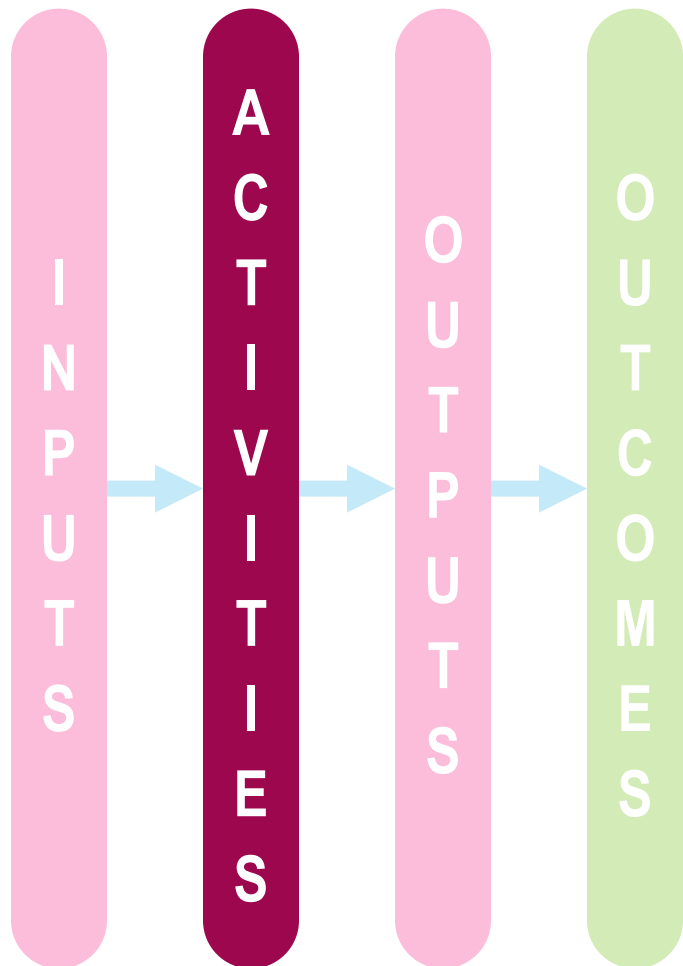
LOGIC MODELS



- Inputs = Elements Invested in Program
 - ❖ Community Partners
 - ❖ Equipment
 - ❖ Manpower
 - ❖ Materials
 - ❖ Money
 - ❖ Technology
 - ❖ Time



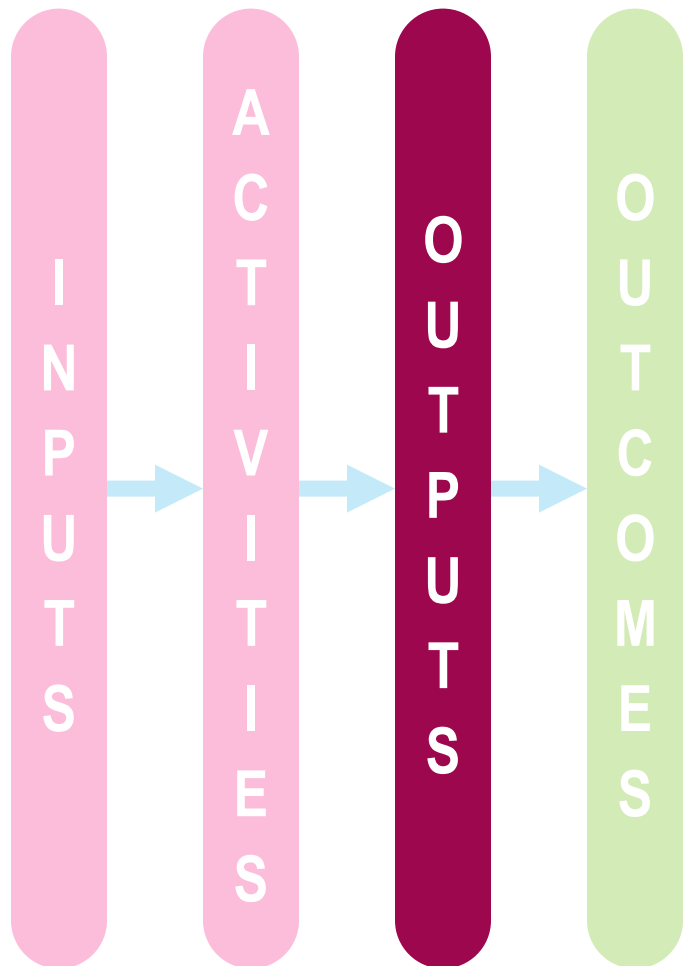
LOGIC MODELS



➤ Activities = Things We Do

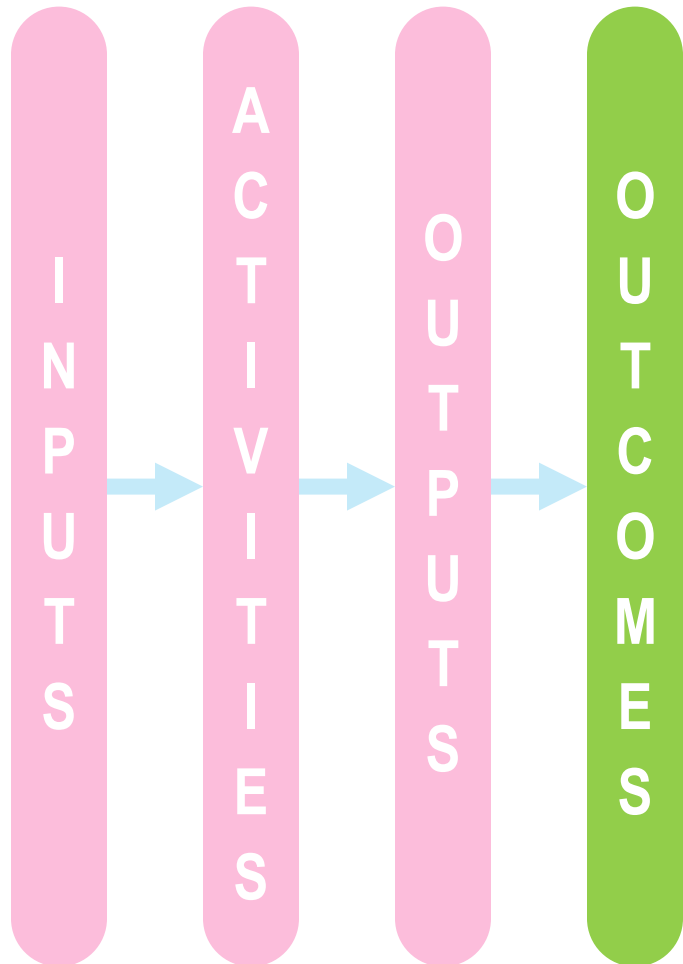
- ❖ Classes
- ❖ Counseling
- ❖ Facilities
- ❖ Media
- ❖ Meetings
- ❖ Products (Books, Curriculum, etc.)
- ❖ Service Delivery
- ❖ Training Workshops
- ❖ Tutoring

LOGIC MODELS



- **Outputs = Countable Products**
 - ❖ Case Studies
 - ❖ Educational Pamphlets Distributed
 - ❖ Materials Distributed
 - ❖ Participants
 - ❖ Projects
 - ❖ Therapy Sessions
 - ❖ Transportation Services

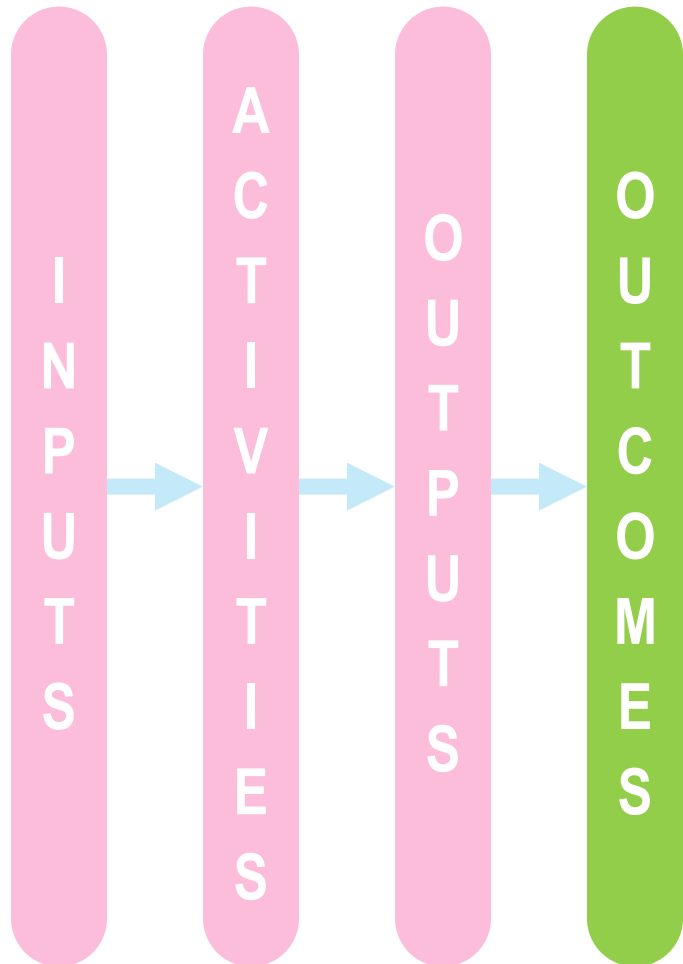
LOGIC MODELS



➤ Short-Term Outcomes = Learning

- ❖ Aspirations
- ❖ Attitudes
- ❖ Awareness
- ❖ Knowledge
- ❖ Motivations
- ❖ Opinions
- ❖ Skills

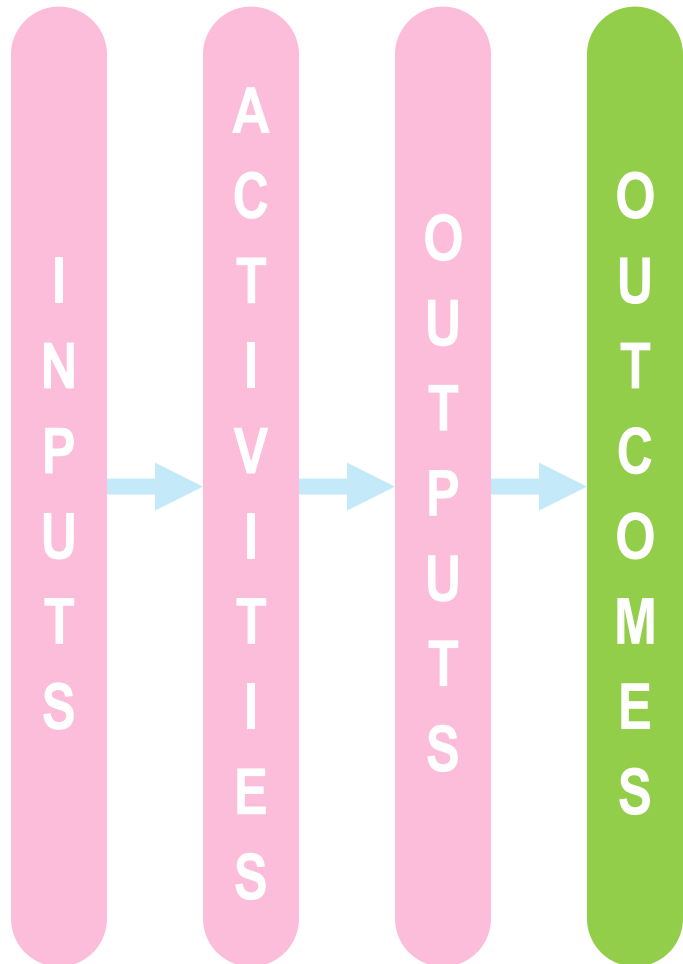
LOGIC MODELS



➤ Intermediate Outcomes = Actions

- ❖ Behavior
- ❖ Decision-making
- ❖ Policies
- ❖ Practice
- ❖ Social Action

LOGIC MODELS



- Long-Term Outcomes = Conditions
 - ❖ Civic
 - ❖ Economic
 - ❖ Environmental
 - ❖ Social