

QUICK DEFINITIONS

EVALUATION is a process that examines and measures whether or not a program meets the goals and objectives for which it was created. It can be used to examine the effectiveness, efficiency and quality of a project.

An **EVALUATION PLAN** is a guide, developed at the beginning of a project, to be used for process and outcome assessment of that project. It is based on clear project goals and measurable project objectives. The plan should include:

1. Identification of the target group,
2. Which data from the target population will be gathered and analyzed,
3. How this data collection will be accomplished (the design and measures that will be used),
4. Who will conduct the evaluation (staffing), and
5. When it will be done (timeline).

The **EVALUATION DESIGN** organizes the project, outlining the process and measures for collecting data. Examples of designs are:

1. **Experimental Designs** - with a control group and randomly selected subjects,
2. **Non-experimental Designs** – may include pre/post tests, or collection of retrospective, current, or longitudinal data,
3. **Descriptive Studies** – which are often qualitative with little quantitative data.

METHODS OF DATA COLLECTION are the ways used to gather information needed. Methods may use structured or previously used and tested standardized instruments, they may employ tools created specifically for a project or they can be open-ended types of notations. Some methods include:

1. Observations of subjects
 - Field studies
 - Skill tests, exams
2. Questioning of subjects or key players
 - Interviews, (in-person, phone, mail or email)

- Focus groups
 - Questionnaires, surveys, checklists, scales
3. Use of existing data and/or statistics, from past studies, records, diaries, census information ,etc.

LOGIC MODELS are diagrams, blueprints which illustrate the direct relationship between program objectives, activities, measures for data collection and the outcomes (process and impact). There are many types of models which can be tailored to the needs of each project.

LOGIC MODEL HEADINGS FOR EVALUATION

1. **The OVERALL GOAL** is the general result you seek. It needs to be clear, directly addressing the specific need or problem selected.

******In a large project/program, the goal for a proposal and logic model needs to be specific to that part of the larger project covered in the proposal.**

2. **OBJECTIVES** are the specific sub-goals addressed by each activity in the project. These sub-goals must relate to the overall stated goal (purpose) of the project.
3. **ACTIVITIES** are the specific strategies, actions, interventions, or events in the program which can be linked directly to an objective.
4. **MEASURES** are the types of tools used to collect data. They can be structured or standardized instruments/forms or they can be created for a given situation. They can also be open-ended, more informal types of measures.
5. **OUTCOMES** Analysis of both types of project outcomes helps a project identify its strengths and weaknesses, and how effectively it accomplished it's goals.
 - a. **PROCESS OUTCOMES (OUTPUTS)** of programs characterize or describe the application of activities. Process data describes and monitors the implementation procedures (sometimes quantitative, but most often are descriptive or qualitative). Process outcomes of programs **do not** show the ultimate change for which we are striving. Some examples are:

- Timing of activities

- Number of activities offered
- Skill levels of those involved in training
- Descriptions of what service is provided to the client
- Environmental factors

b. **IMPACT OUTCOMES** of activities are the actual **changes** that resulted from the project. These may be short or long term. Specific **changes** found may be in knowledge, behavior, attitudes, awareness, skill levels, etc.