

Rx FOR PROPOSALS: 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 measurement 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 populations 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 collection data. Examples of design 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 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. Observation of subjects: i.e. field studies, skill tests/exams
2. Questioning of subjects or key players: i.e. interviews (in-person, phone, mail, 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 that briefly summarize the key points in your narrative, illustrating the direct relationship between program objectives, activities, measures for data collection, and the outcomes (process and impact).