Evaluation: Documenting and Defining Success

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Evaluation: Definition

“To determine the significance, worth, or condition of usually by careful appraisal and study”

Source: Merriam-Webster Dictionary
How do we determine whether our program is effective?
Evaluation Strategies

- “Process” Evaluation
  - Is the program being implemented correctly and efficiently?
  - Are the critical elements of success identified?
  - Are the individuals/groups for whom the program was developed being effectively engaged?
Evaluation Strategies

• Ways to do Process Evaluation
  ▫ Documentation of resources allocated to program implementation (time, funds, etc.)
  ▫ Development of materials or conduct of activities
  ▫ Monitoring of new partnerships/collaborations established during process
Evaluation Strategies

• “Outcome” Evaluation
  ▫ Does the program have the desired change?
  ▫ “Change” can include a number of things:
    • Knowledge
    • Attitudes
    • Behaviors
    • Costs
    • Quality of life
    • Health status
Evaluation Strategies

• **Ways to do Outcome Evaluation**
  ▫ Surveys (face-to-face, web/computer)
  ▫ Clinical assessments
  ▫ Focus groups/in-depth interviews
  ▫ Cost-benefit analysis
  ▫ Assessment of service/resource use
If I Knew You Were Coming,........

- **Process Evaluation**
  - Was a recipe available?
  - Was the recipe followed?
  - Were the ingredients readily available?
  - Was the appropriate cooking equipment available?
  - What other resources (time, money, etc.) needed?
  - Was the product successfully developed?
If I Knew You Were Coming,..

- **Outcome Evaluation**
  - Did your constituents consume the product?
  - Were the consumers satisfied with the taste of the product?
  - Were there secondary benefits associated with the development of the product?
  - Was the cost associated with developing the product in line with the benefit generated?
Issues for Consideration for Evaluation

• Use standardized, unbiased procedures
• Use measures that truly reflect the work that you are doing
• Consider the access you have to the sources of data you need and the resources you have to conduct evaluation
• Be realistic about the outcomes your program can impact!
Examples

- How would you do process and outcome evaluation of the following programs?
  - 5K Event?
  - Community Gardens?
  - Printed Educational Materials?
  - Educational Activity?
  - Community Event?