

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?

