

# The ABCs of Program Evaluation

21<sup>st</sup> Century Community Learning Center  
Program Evaluation Workshop

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# Workshop Overview

- Overview of Program Evaluation
  - *Evaluation: Defined*
  - *Why is Program Evaluation Important?*
  - *What Are You Evaluating?*
  - *How Do You Conduct a Program Evaluation?*
- Review Evaluation Template
- Program Case Study / Discussion
- Q & A

# Evaluation: Defined

- Evaluation is the systematic process of collecting and analyzing data in order to:
  - *Determine whether and to what degree objectives have been or are being achieved; **OR***
  - *Make a decision.*

# Why Is Program Evaluation Important?

- To make certain decisions about the
  - *Efficiency,*
  - *Effectiveness, or*
  - *Impact*

of a particular program

# Why Is Program Evaluation Important?

## *Efficiency*

*The degree to which a program or project has been productive in relationship to its resources.*

# Why Is Program Evaluation Important?

## *Effectiveness*

*The degree to which goals have been reached.*

# Why Is Program Evaluation Important?

## *Impact*

*The degree to which a program or project resulted in changes.*

# What Are You Evaluating?

- Resource Utilization
- Benefits to Program Target Population
- Program Fidelity / Implementation

# How Do You Conduct a Program Evaluation?

- Determine if you are looking to engage in a *FORMATIVE* or *SUMMATIVE* Evaluation
- Define internal / external stakeholders
- Monitor, Collect & Analyze Evaluation Data

# How Do You Conduct a Program Evaluation?

*Determine if you are looking to make changes during the program cycle or at the end of the program cycle*

- Formative (Process) Program Evaluation
- Summative (Product) Program Evaluation

# How Do You Conduct a Program Evaluation?

## *Define / Identify Stakeholders*

- Internal Stakeholders (e.g., Program participants and staff)
- External Stakeholders (e.g., Grantor/Funders, Community, Schools, Program Partners)

# How Do You Conduct a Program Evaluation?

## *Monitor, Collect and Analyze Evaluation Data*

- Data Sources
- Monitoring
- Collection
- Analysis

# How Do You Conduct a Program Evaluation?

## *Choose an Appropriate Evaluation Model*

- Decision-Making Model
- Discrepancy Model
- Goal-Based Model
- Goal-Free Model
- Transactional Model

<b>Model</b>	<b>Intended Outcome</b>	<b>Evaluator's Task</b>	<b>Sample Evaluation Question</b>
<b>Decision-Making</b>	Effectiveness, Impact, Quality	Data Collection, Analysis, Interpretation	Was the program effective? What aspects of the program were effective?
<b>Discrepancy</b>	Compliance with standards	Facilitation, monitoring, data collection, analysis, interpretation	How did the program perform compared to standards?
<b>Goal-Based</b>	Efficiency, Effectiveness, Impact	Data collection, analysis, interpretation	Did the clients change?
<b>Goal-Free</b>	Usefulness, Impact	Data collection, analysis, interpretation	What happened in the program?
<b>Transactional</b>	Program Understanding	Participation, data collection, analysis, interpretation	What does the program look like from different vantage points?

# Common Design Components to Evaluation Models

- Program Objectives / Goals
- Evaluation Questions
- Program Activities
- Data Source
- Population / Sample
- Data Collection Design
- Responsibility
- Data Analysis
- Audience

# Program Evaluation Design Template

Program Objectives / Goals	Evaluation Question	Program Activities	Data Source	Population / Sample	Data Collection Design	Responsibility	Data Analysis	Audience
To improve the academic performance of regular program attendees	Did program attendees academic performance improve?	Tutoring (individual & small groups); supplemental learning tools / activities	Participant surveys; Outcome / assessments of learning tools; internal & external achievement scores	Program participants	Once a month tutoring, pre-test / post-test; final grades; standardized exams	Tutor Program Dir. Prog. Coordinator Parents; students	Summary statistics: averages, percentages; differences	Funders, other key stakeholders; target community



# Program Case Study

# Outline of an Evaluation Report

- **Section 1:** (Executive) Summary
- **Section 2:** Purposes of Evaluation
- **Section 3:** Background Information
- **Section 4:** Description of the Evaluation Study & Design
- **Section 5:** Results
- **Section 6:** Discussion of Program and its Results
- **Section 7:** Conclusions & Recommendations

Questions / Comments??

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