

PROGRAM EVALUATION

CSREES

Office of Planning and Accountability

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Program Evaluation

- "I want to show my funding agency, the Congress and OMB that my project works."
- "I want to provide evidence that my project is effective."
- "I want to show that my project is beneficial to the end users."
- "What is working, what is not working for my program/project?"
- "I want to identify program/project strengths as well as weaknesses."

Program Evaluation

- “How complicated is evaluation?”
- “Would evaluation increase my burden?”
- “Where do I find resources for evaluating my program/project?”
- “Would evaluation take away resources that are meant for participants/end users?”
- “Evaluation may produce negative results that would make my program look bad!”

A Definition of Program Evaluation

Program Evaluation is “the systematic collection of information about the activities, characteristics of outcomes of programs to make judgments about the program, improve program effectiveness and/or inform decision about future program development.”

Center for Disease Control & Prevention (CDCP)

GAO Definition

Performance Measurement – ongoing monitoring/ reporting of program accomplishments; conducted by program management; answering the “whats.”

---Outcome measurement/monitoring---

Evaluation – studies conducted to assess how well a program works on a periodic or ad hoc basis; answering the “whys” and “hows.”

Why should we conduct evaluations?

Provide feedback for program improvement and external accountability

- Answer evaluation questions about results and the processes that managers directly control to achieve results
- Document program effectiveness and value added to society

Evaluation Process

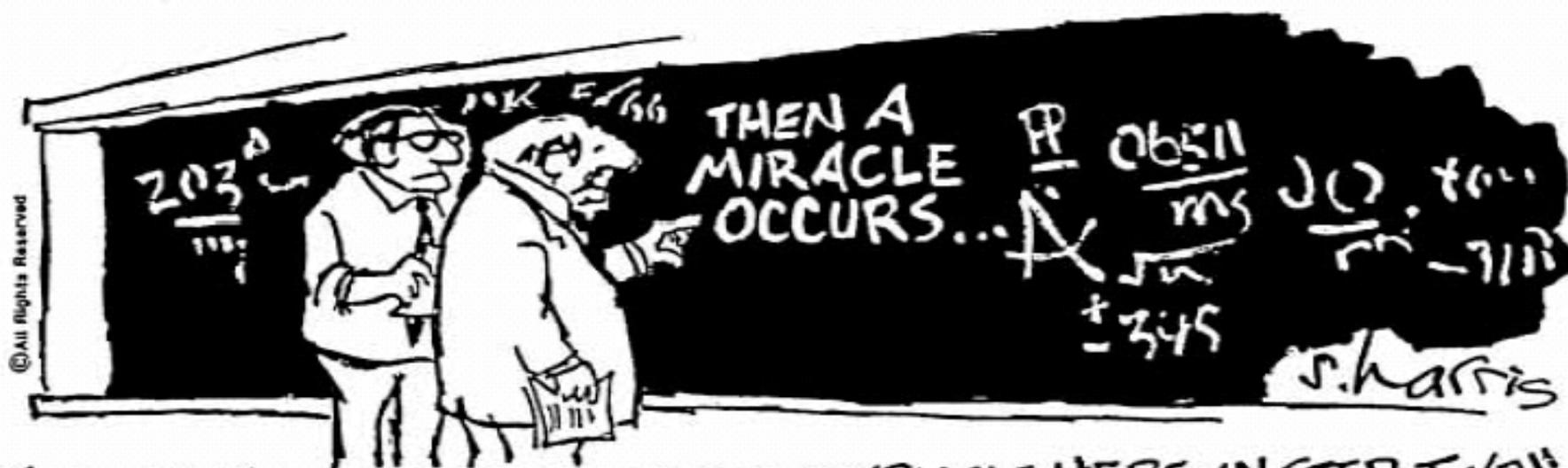
Phase 1 – Getting ready

- Develop description of program/project; capacity to make a difference
- Develop a conceptual model, i.e. a program/project logic model
- Develop evaluation questions and expected results
- Develop an evaluation design

Phase 2 – Conducting the evaluation

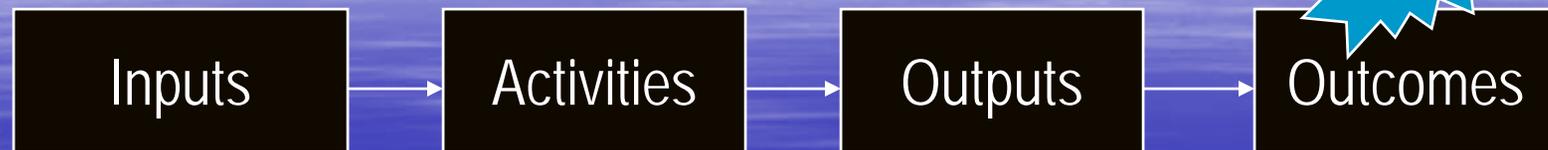
- Collect data
- Analyze data
- Report findings

The Logic Model



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

Program Evaluation Conceptual/Logic Model



Resources

Funding
Staff
Volunteers
Equipment
etc.

Constraints:

Laws
Regs
Other requirements

Services

Surveying
Interviewing
Record-reviewing
Training
Teaching,
etc.

Products

Participants
Training sessions
conducted
Reports generated
Publications,
etc.

Benefits

1. Knowledge acquired
2. Attitudes/values changed
Behavior modified about the science, etc.
3. Condition improved

Evaluation Process

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Types of evaluation questions as they fit into the conceptual/logic model

Inputs → Activities → Outputs → Outcomes



Examples of Evaluation Questions

- Is the program being delivered as intended?
- Is the program well managed?
- Are desired program outcomes obtained?
- Why is a program no longer obtaining desired outcomes?
- What is the cost-benefit of the program?

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Examples of Evaluation Design

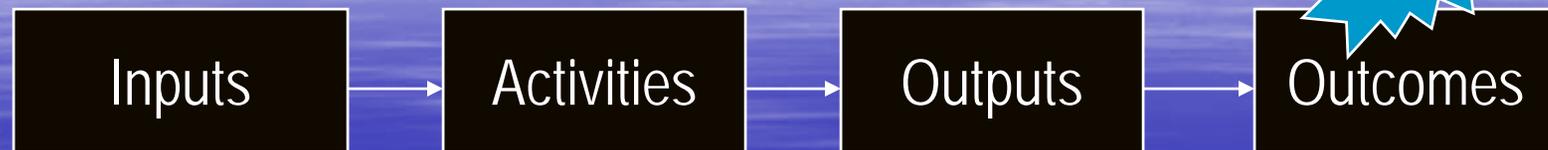
- **Pre and Post-Test**
- **Experimental Design**
 - Experimental Group**
 - Control Group**

Defining Measurable Results

OUTPUTS vs. OUTCOMES

- Number of training sessions conducted
- Number of papers presented at professional meetings
- Number of publications
- Understanding/knowledge about how outdoor recreation benefit human health
- Participants applying knowledge about outdoor recreation benefits to improve their productivity/health
- Understanding and acceptance of new teaching methods
- Users applying new teaching methods in their work to increase effectiveness

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Questions? Comments?



THANK YOU!

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