

what “Cost” means ...  
... in evaluation in the  
early 21st Century

AMERICAN  
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 CENTRAL

DEPARTMENT OF  
PSYCHOLOGY



**Program  
Evaluation  
Research  
Laboratory**



<http://brianyates.net/PERL/>



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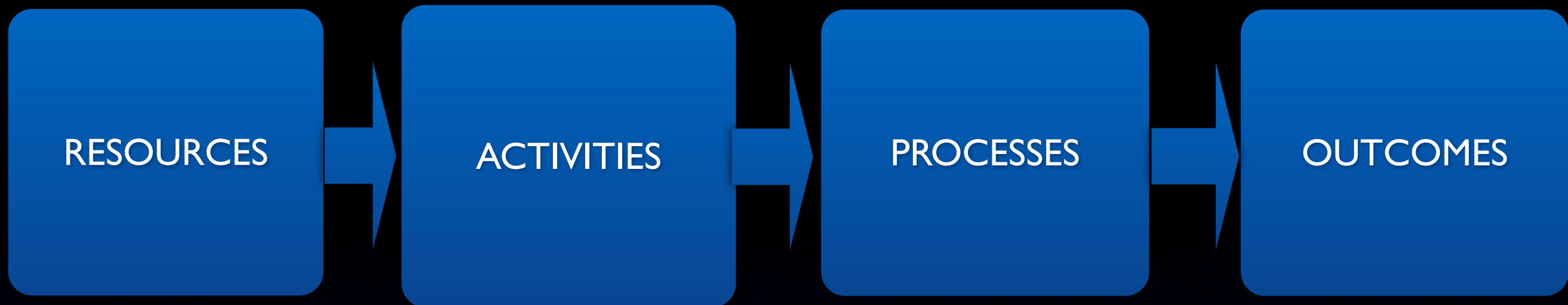
- 5-minute Intro
- Four 15-minute talks
  - each followed by 5 minutes of questions
- Wrap-up discussion for 5 minutes



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# cost-inclusive evaluation evaluates ...

resources consumed by a program

resources *produced* by a program

relationships between:

- resources → activities
- activities → processes
- processes → outcomes



|                  |   |   |
|------------------|---|---|
| Sarah<br>Hornack | Considering the value of<br>outcomes, consumer<br>resources, and taxpayer input   | substance abuse<br>treatment                  |
| Jay<br>Gorman    | The cost of time  | staff- and peer-run<br>mental health services |
| Katheryn<br>Ryan | Crisis hotlines' volunteer<br>“costs in” versus suicide<br>prevention “costs out” | suicide prevention                            |
| Lana<br>Wald     | Understanding individual- and<br>program-level costs                              | treatment for Seasonal<br>Affective Disorder  |



# Questions? Answers?



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