The Journey Towards Program Evaluation

PE Guiding Questions

1. Logic Models
- What is the purpose of a logic model?
- How do I describe my intervention or program using a logic model?

2. Evaluation Questions
- How do evaluation questions relate to the logic model?
- How do I write high-quality evaluation questions for my intervention or program?
- How do I prioritize evaluation questions to a feasible set for the scope of my evaluation?

3. Assessing the Availability and Quality of Existing Data
- What available data do I have that can be used to answer my evaluation questions?
- What is the quality of the available data?
- What additional data are needed to answer my evaluation questions?
- What are my options for collecting additional data to answer my evaluation questions?

4. Identifying and Developing Data Collection Instruments
- What data collection tools would be best to answer my evaluation questions?
- How do I develop a simple but effective data collection tool?

5. Coding, Cleaning, and Analyzing Data
- What variables are related to my evaluation questions?
- Which analysis method(s) best meet my evaluation needs?

6. Interpreting and Presenting Findings
- How do I use findings to address the evaluation questions?
- How do I communicate results to target audiences using appropriate graphics?

*Steps 4 & 5 More Capacity Intensive

Why Use Program Evaluation?

Develop understanding of the evaluation process and cycle.

Build capacity to effectively implement quality evaluation.

Form a common language to facilitate evaluation.

Identify how program evaluation can apply to small scale, targeted interventions.

Who Should Be Involved?

- Staff who understand the context and implementation of the program.
- Staff responsible for collecting and analyzing data about program implementation.
- Staff who will use and make decisions based on the results of the evaluation.
- Staff who want to learn more about program evaluation!

PE Module Descriptions

1. Logic Models

Module 1 will introduce users to the purpose and elements of logic models and guide users through the development of a logic model useful to their own context. Having a sound logic model is the foundation for completing a program evaluation.

2. Evaluation Questions

Module 2 will guide users in leveraging their own logic models to inform the creation of evaluation questions. Participants will be introduced to the different types of evaluation questions and the elements of high quality evaluation questions.

3. Assessing the Availability and Quality of Existing Data

In Module 3, users will identify appropriate available data and the need for additional data collection to answer their evaluation questions. Participants will then assess the quality of available data and learn about options for collecting additional high-quality data.

4. Identifying and Developing Data Collection Instruments

Module 4 will guide users through the identification of available quality data collection tools and best practices in the development of additional tools to gather data to answer evaluation questions. In this module, participants will begin development of a data collection instrument.

5. Coding, Cleaning, and Analyzing Data

Module 5 will guide users through considerations and strategies for coding, cleaning, and analyzing quantitative and qualitative data.

6. Interpreting and Presenting Findings

Module 6 will guide users through considerations for interpreting and presenting evaluation results. Participants will develop strategies for connecting results to evaluation questions, presenting findings to different audiences, and designing graphics for evaluation reports.

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