

# QUALITY EVALUATION:

AVOIDING HYPOCRISY BY FORMATIVE  
EVALUATION OF EVALUATION'S

OUTCOMES, PROCESSES, AND COSTS

AMERICAN EVALUATION ASSOCIATION

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# OBJECTIVES

- Is Evaluation Worth it?
  - *Role of Metaevaluation*
  - *Define Quality Evaluation*
  - *Readiness for Evaluation/Change?*

# METAEVALUATION

- “systematic reviews of evaluations to determine the quality of their processes and findings” (Cooksy & Caracelli, 2005)

# META-ANALYSIS VS. META-EVALUATION

(HEDLER & GIBRAM, 2009)

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Usage	Generally academic, but can also subsidize professional practices.	Either academic or professional.

# 3 MAIN CHARACTERISTICS OF META-EVALUATION

1. A synthesis of findings and inferences of evaluative research about program performance
2. Inform on validity and utility of evaluation methods, offering guidance regarding useful evaluation methods
3. Provide evidence regarding program impact and justify the changes made

(Woodside & Sakay, 2001)

# WHAT CONSTITUTES “QUALITY” IN EVALUATION?

- However, they are possibly different depending on: 1) the field of evaluation and 2) objectives of the program
- Metaevaluation can assist in determining these factors

# WHAT CONSTITUTES “QUALITY” IN EVALUATION?

Others have listed:

- Utility, feasibility, propriety, and accuracy
- Transparency
- Balance
- Relevance
- Validity
- Legitimacy
- Cultural Competence
- Cost assessment should also be considered

(Cooksy & Caracelli, 2005)

# COST-INCLUSIVE META-EVALUATION

## Inputs

- Time
- Material
- Spatial
- Transportation
- Communication
- Financing

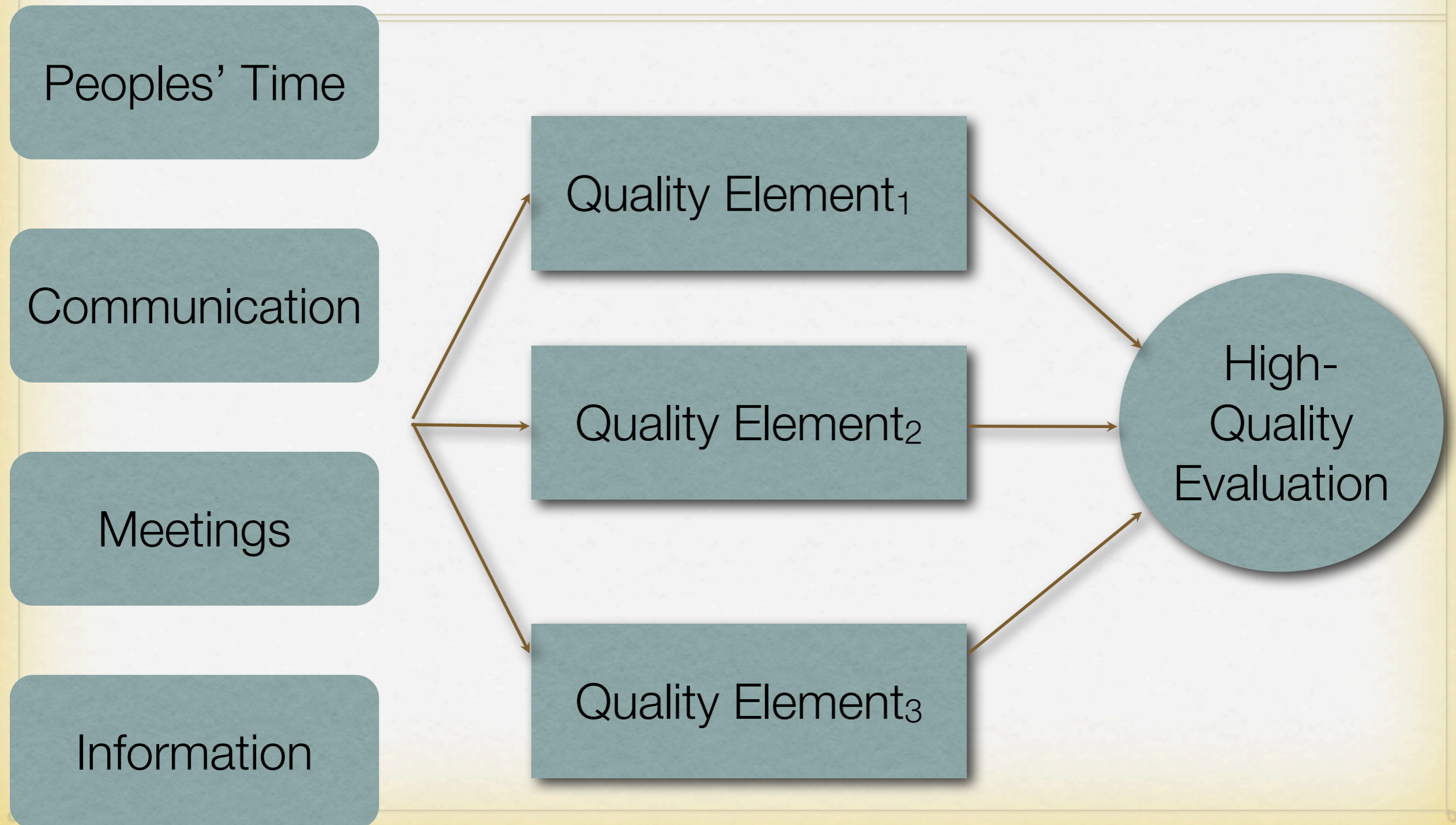
## Evaluation

- Procedures
- Processes

## Outputs

- Monetary
- Monetizable
- Non-Monetary

# LOGIC MODEL OF QUALITY EVALUATION



# READINESS FOR EVALUATION/ CHANGE?

We believe this involves two components:

1. Ability to practically carry out the evaluation
2. Available resources (time, money, expertise)? Data available? Results likely generalizable?

(Harrell et al. 1996)

# READINESS FOR EVALUATION/ CHANGE?

- Attitude or mindset of those being evaluated
  - Pre-Contemplation
    - No current intention to change
      - Deny there is a problem or feel demoralized
  - Contemplation
    - Acknowledgment of a problem and willing to think about change
      - May be no action, but open to information and feedback

(Prochaska, Norcross, & DiClemente, 1994)

# READINESS FOR EVALUATION/ CHANGE?

- Preparation
  - On the verge of action
    - May be developing a plan or making small changes
- Action
  - Following the plan

# READINESS FOR EVALUATION/ CHANGE?

- Maintenance
  - Involved in the process for at least 6 months
- Termination

(Prochaska, Norcross, & DiClemente, 1994)

# READINESS FOR EVALUATION/ CHANGE?

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## Stages

1. Pre-contemplation

2. Contemplation

3. Preparation

4. Action

5. Maintenance

6. Termination

# READINESS FOR EVALUATION/ CHANGE?

Stages	For Substance Use
1. Pre-contemplation	Don't admit use is a problem
2. Contemplation	Begin to consider that there is a drug problem, listen to other's advice
3. Preparation	Thinking about entering treatment, arrange start date
4. Action	Enter a treatment program
5. Maintenance	Adhere to treatment program guidelines and stay abstinent for 6 months
6. Termination	No relapse

# READINESS FOR EVALUATION/ CHANGE?

Stages	For Substance Use	For Evaluation
1. Pre-contemplation	Don't admit use is a problem	??
2. Contemplation	Begin to consider that there is a drug problem, listen to other's advice	??
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4. Action	Enter a treatment program	??
5. Maintenance	Adhere to treatment program guidelines and stay abstinent for 6 months	??
6. Termination	No relapse	??

# QUESTIONS FOR DISCUSSION...

1. What variables pertaining to quality are valued?
2. How should we measure the cost-effectiveness or cost-benefit of evaluation?
3. How can one best conduct a quality evaluation despite certain constraints?
4. How ready are we to be evaluated?

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