AMES/OMSE FID Series
Program Evaluation

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Objectives

• Describe and differentiate evaluation and research
• Identify the components of a program evaluation logic model
• Create evaluation questions
• Identify evaluation design and methods for data collection and analysis
Session Overview

Part 1
1. Evaluation &/or Research
2. Getting Started
   • Clarify Purpose
   • Brainstorm, Recon, & Checklists
3. Evaluation Plan
   • Logic Model

Part 2
• Evaluation Questions
• Design and Methods
So what’s the difference!

What do you think?
It depends

Visuals from:
http://betterevaluation.org/blog/difference_between_evaluation_and_research
Both are **systematic investigations**. Some view them as dichotomous, others as independent with some overlap, or as a subset of one another.

Per the federal definition, human-subjects research is **systematic, generalizable** and contributes to an existing body of knowledge.

Tends to **test theory** or **reproduce findings**.
Evaluation uses systematic methods, is systematic, but is typically designed to provide information about the **value** of a program or policy in a **specific context**.

The intention is to **inform** local stakeholders or decision-makers through statements about merit or worth of a program or policy.
The application of research methods in the **real world**, designed to inform stakeholders of a program or policy. Evaluation determines the **merit, worth, or value** of things.

- Michael Scriven
Why Evaluate?

Accountability

Improvement

Efficiency

Efficacy
Where do I start?
Do you aim to provide information about **value** or **worth** about a **specific program** or policy to **stakeholders** or decision makers?

Do you aim to **test a theory**, establish **generalizability** of an interventions effects, or contribute to a **large body of knowledge**?

**Step 1**
**Clarify Purpose**
Evaluation aims to provide information about value or worth about a specific program or policy to stakeholders or decision makers in a specific context.
Step 2
Brainstorm, Recon, & Checklist
Someone else will have thought of something you won’t

- Talk to others
- Brainstorm on your own or in a team
- Use checklists
- Is this program ready to be evaluated?
Step 3
Logic Model
What does it look like when the program is a success?
• Why do we work backwards from goals?
• Goals are not activities or indicators
• Should contain one idea
• Understandable (no jargon)
• Focus on what’s important
Logic Models

Are
• Guides
• Flexible
• Shared
• A learning tool
• Used throughout the life of the program

Are Not
• Causal models
• Static
• Prescriptive
• Only for theorists or researchers
• Void of context
Example Goal

Support minority high-school students in Southern Arizona so they enter into and succeed in Science, Technology, Engineering & Math fields at the post-secondary level.
The Logic Model!

Program

Outcomes

Goal

Inputs | Activities | Outputs

Short term | Medium term | Long term
**Inputs**
- Staff
- Staff time
- Physical space
- Technology
- Materials
- Supplies

**Activities**
- Courses
- Sessions
- Events
- Products
- Outreach

**Outputs**
- # Publications
- # Participants
- # Served
- # Educated
- # Messages distributed
SHORT TERM OUTCOMES
- Awareness
- Knowledge
- Skills

MEDIUM TERM OUTCOMES
- Attitudes
- Motivations
- Behaviors
- New policies

LONG TERM OUTCOMES
- Behaviors
- Education level
- Health status
- Economic factors

Learning
Action
Conditions
Program Action – Logic Model

**INPUTS**
- Participants
- Outputs
- Direct Products

**OUTCOMES - IMPACT**
- Short term
- Intermediate
- Long-term

**Assumptions**

**External Factors**

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Evaluation
Identification – Design – Implementation – Completion/Follow-up

Under represented students will receive tutoring from College students in order to improve algebra knowledge
• Logic models should be collaborative
• Traditional & less formal formats
• Choose the style that works for you or the program/intervention
• Theory, activity, or goal and outcomes-based
• Avoid assumptions
  – Or articulate your assumptions
• Use evidence or theory to check
• Get feedback from stakeholders
Applied Activity
Your first activity is to create a program logic model.

- Review the program description
- Strategize about how you will create the logic model
- Create the logic model
Part 2 will be presented in January 2016 and will cover the creation of evaluation questions and design and methods.
Questions