

Developing Evaluation Questions

Type of Evaluation	What Is Measured	Why Its Useful	Example Evaluation Questions
<p>Process</p> <p>Program Improvement</p>	<p>Implementation of strategies as intended</p> <p>Reaching the target population</p>	<p>Identifies early any problems that occur</p> <p>Allows adjustments to be made before the problems become severe</p>	<ul style="list-style-type: none"> – Are key components of the program in place? – Are appropriate staff/volunteers in place with the necessary skills? – Do we have the right mix of strategies to make the intended changes? – Are we following strategy implementation/plan with fidelity? – Are we reaching the intended target audience? – Have external factors influenced strategy implementation?
<p>Outcome</p> <p>Program Justification</p>	<p>Helps to measure immediate, intermediate and long-term changes brought about by the strategies/initiative</p>	<p>Identifies whether or not outcomes are being achieved</p> <p>Allows adjustments to be made in order to achieve stronger outcomes</p>	<ul style="list-style-type: none"> – What are the immediate changes from each strategy (i.e., new policies)? – What are the intermediate and long term changes from the initiative as a whole? – How much and what kind of a difference has the initiative made on the community as a whole? – Were there any negative results from the strategy/initiative? – Do the benefits of the strategy/initiative outweigh the costs?

Small Group Work: Develop process and outcome evaluation questions specific to your approved plans for each of your audiences: funders, agency, coalition, and community (individuals, agencies and community groups – for example city council).