

## What is Evaluation?

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[This information was compiled from Dr. Barbara McDonald's PowerPoint presentation on evaluation.]

The systematic assessment of the operation and/or outcomes of a program or policy, compared to a set of implicit or explicit standards, to improve the program or policy through informed decisions (Weiss, 1998).

### Components of Assessment:

Systematic assessment  
Program operation or outcomes  
Compared against standards, program objectives or preferred outcomes  
*Leads to: Informed decisions, Program improvement*

### Evaluate Continually

At a minimum...  
Educators should keep accurate and up-to-date process/operations records.  
Consider medical records  
Develop a standard format that works for you

### Outcome-based Evaluation

What is the purpose?  
For whom?  
What do you want or need to know?  
How will you use the information?

### Outcome: a change

May be + or –  
May be no change  
Must be observable

### Examples of outcomes or objectives:

Short term: Knowledge and skills  
Medium term: Behaviors  
Long term: Attitudes and values

### What resources do you have?

Time: One time or each program? Continuously?  
Expertise: Your own and/or others  
Funding

Identify what you need to know. Remember the three categories and be reasonable.

Know how you will use the information.

Identify the scale at which you will evaluate (one program, everything?)

How much time (during the program) will you have?

### Data Collection

What are my indicators?

How will I measure them?

When will I collect my data?

How will I gather my data?

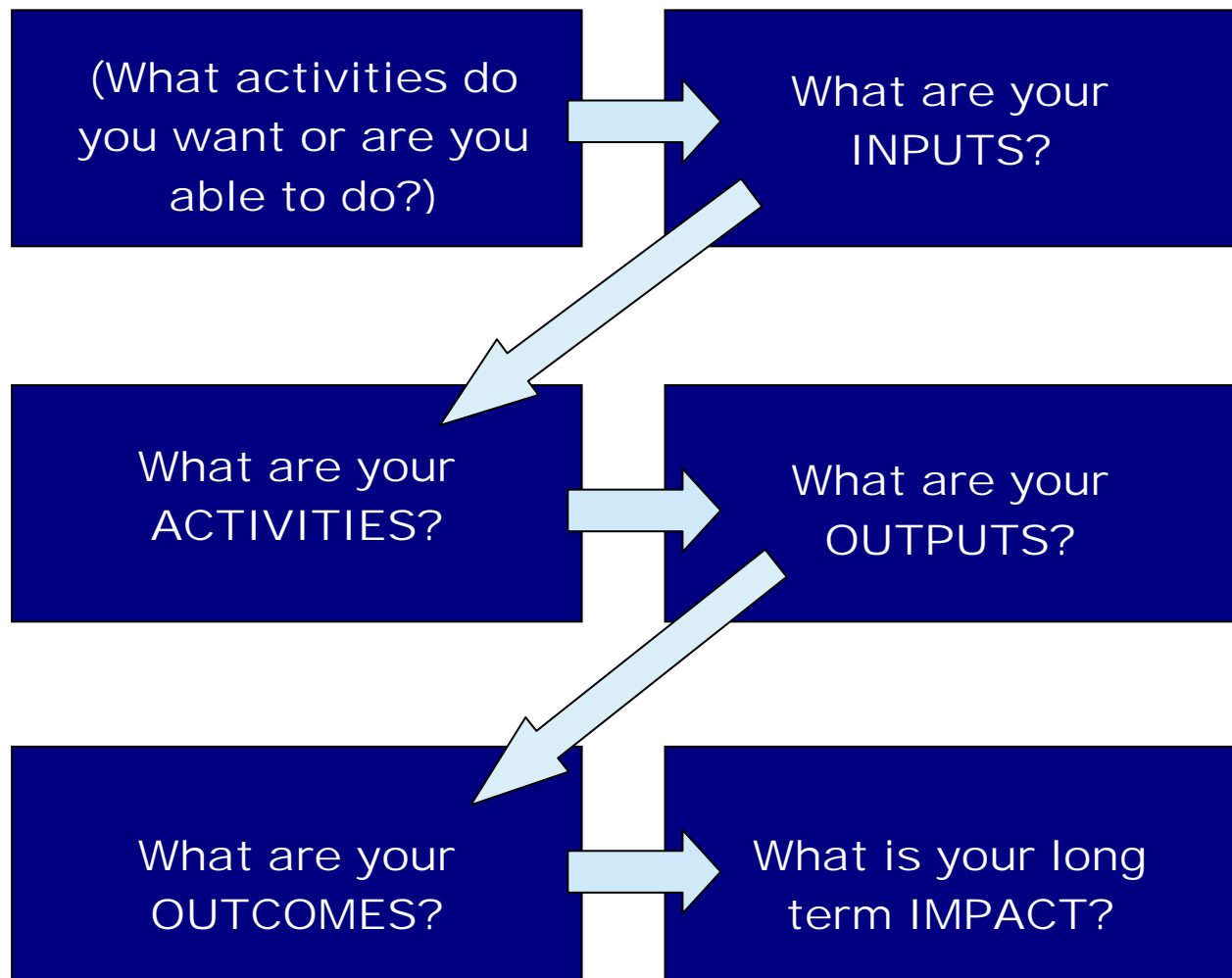
How will I analyze my data?

How will I interpret my data?

How will I use the information?

Before collecting data from students, know of any legal approvals needed.

To get started, use a logic model to help you.



**Data collection possibilities:**

- Questionnaires
- Observations
- Art work
- Interviews
- Portfolios
- Forms
- Focus groups
- Reference indicators
- Writing

**Consider when to collect data:**

- Pre
- Pre-post
- During
- Post
- Post-post