

Some Definitions of Evaluation

- Research or measurement
- Extent that objectives are attained
- Evaluation as professional judgment
- Auditing or quality control
- Collecting information for decision-makers

Our Definition of Evaluation

Judging the worth or merit of something

Objectives for Presentation

- Give a you tool to help you in your work.
- Give you an appreciation of the complex nature of effective evaluation and how it can help your projects.

Research vs. Evaluation

- Both use the same tools
- Both use same methods
- Sometimes the questions are the same

The Difference between R&E is the purpose.....

- The purpose of research is to produce generalized knowledge based on inference from a sample to a population
- The purpose of evaluation is to judge the merit or worth of something

Evaluation Answers Questions Like.....

- Does it work?
- Does it do what we want it to?
- How well does it work?
- Does it work for the reasons we think it does?
- How much does it cost per benefit gained?
- Does it have side effects?

Evaluation requires good, clear thinking because sometimes (often?) the real world fools us!

Examples.... Anti-bacterial soap, cutting boards.... Surveys and behavior.... After-school programs....tutoring.....

Evaluation is a complex task...

 Evaluation is not just pre-test / post-test comparisons of data.

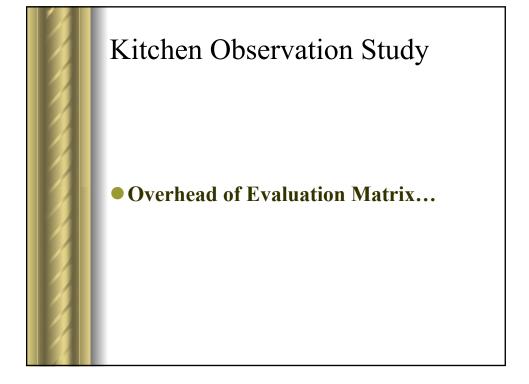
Properly Used Evaluation Can...

- Focus a project at the beginning
- Keep the project on track
- Make mid-course corrections
- Control costs by focusing resources
- Answer/discover critical questions
- Document success/avoid failure
- Bridge perceptions with data analysis
- Lead to more funding!

Evaluative Questions

Our evaluations start with questions.
 These questions guide and focus the evaluation activities during the course of the project.

Evaluation Matrix... A simple tool used for planning and conducting an evaluation. Simple yet Complex.....



Grocery 101 Scenario.... • You be the evaluator! How exciting!

Project Problems Will Arise..... How do you handle this as an evaluator..... Do nothing? Do something differently? Do something additionally?

Project Problem #1

- How do you handle this as an evaluator.....
- Grocery staff is not learning the information based on your data.

Project Problem #2

- How do you handle this as an evaluator.....
- New staff enjoys and learns, but experienced staff say they already know this but according to data they are committing violations....

Project Problem #3

- How do you handle this as an evaluator.....
- Grocery stores A and B are improving but C is not.

Reporting of Evaluation Results

- Timely
- •Clear and concise
- Useful
- Evaluative in nature....we make judgments and recommendations based on data
- Practical
- Meet requirements of funding agency



- Focus your message
- Set the right tone
- Findings need to be scientifically defensible and open to review

Other Issues in Evaluation

- When does evaluation team start?
- Qualitative vs. Quantitative?
- Cost of evaluation