



Unit 9: Program Evaluation

CERT Program Manager



FEMA





Unit Objectives



- At the conclusion of this unit, the participants will be able to develop a process for evaluating a local CERT program:
 - Explain what program evaluation is
 - Describe the purpose of evaluating a program
 - List the steps for evaluating various program components
 - Identify the characteristics of a Program Report



PM 9-1



Unit Topics



- What Program Evaluation Is
- Why Do Program Evaluation
- How to Do Program Evaluation
- Program Report



PM 9-1



Program Evaluation



- What happens during a program evaluation?
 - Program evaluation is an ongoing process that asks (and answers) three questions
 1. What are we doing now?
 2. How well are we doing it?
 3. Do we need to do something differently? If so, what?
 - Document findings in Program Report



PM 9-2



Goals and Objectives – Unit 2

- Objectives specify activities to accomplish goal
- During program evaluation Program Manager needs to find out:
 - How well program is meeting objectives
 - What corrections, if any, are needed



PM 9-2



Why? Evaluate Performance

- Evaluation ensures consistency in day-to-day operational activities
- By asking “How well are we doing?” the Program Manager:
 - Scrutinizes program’s accomplishments
 - Verifies that accomplishments meet standards program has set



PM 9-3



Why? Maintain Program Control

- Evaluation reassures State and local officials that volunteers are well trained and supervised
 - Evaluation reduces and manages the instances of independent or undirected volunteer actions
- By asking “Do we need to do something differently?” the Program Manager is able to make adjustments as needed



PM 9-3



Program Evaluation Process

1. Decide what you want to learn
2. Figure out strategy for collecting information
3. Collect information
4. Analyze information you collect and decide on next steps



PM 9-4



#1: What You Want to Learn

**How WELL did we achieve
our objectives?**



PM 9-4



SMART



- What elements make an effective objective?
 - Simple
 - Measurable
 - Achievable
 - Realistic
 - Timely



PM 9-4



Program Components



- Think about your own CERT program
- What are some specific program elements that should be evaluated?
 - *CERT Basic Training*
 - Other training
 - Program: volunteers, resources, funding
 - Exercises and drills conducted
 - Community activities
 - CERT partners who support program



PM 9-5



#2: Evaluation Strategy

Sample Objective

To support a community's public safety efforts by providing CERT members whenever requested

- Who needs information being collected?
- What types of data are needed?
- Where will it be found?



PM 9-5



Exercise



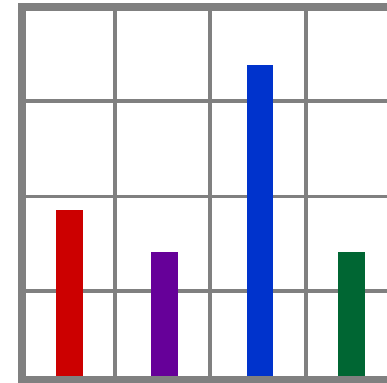
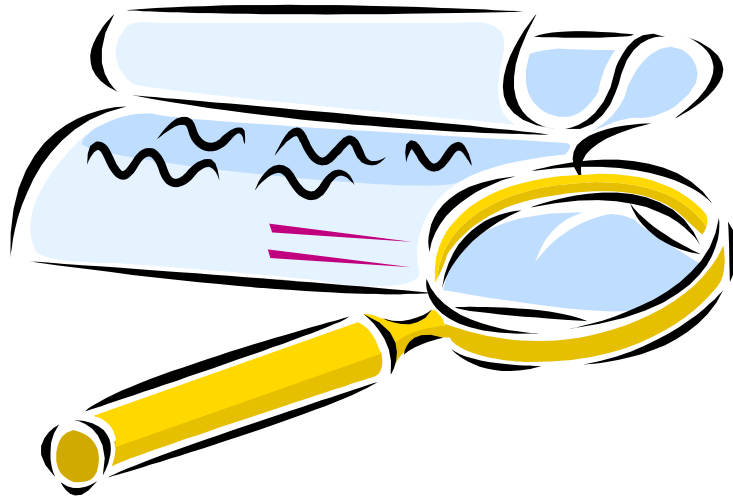
Determining Whether or Not Your Program's Performance Is Meeting Your Goals



PM 9-8



#3: Collect Data



PM 9-9



#4: Analyze Data; Take Action

- Review of evaluation goals
 - What do I want to learn?
- Compare results you got to what you expected to get
- Consider options
- Take corrective action if needed



PM 9-9



Program Report



- Program Report documents evaluation results
 - Justify your conclusions or recommendations using your data findings
 - Translate recommendations into specific action plans: who, what, when, how, and any other “need-to-know” specifics
 - Level and scope of content depend on recipient of report
 - Be mindful of intended audiences
 - Keep Program Report concise



PM 9-10



Exercise



Creating a Program Report



PM 9-10



Unit Summary



- The importance of evaluating a CERT program
- What to evaluate in a CERT program and how to do it
- Creating a Program Report



PM 9-12