

# Basic Information on Evaluation

Evaluation is an essential step in program development and implementation. It provides useful information for determining the impact of programs and for improving them along the way. Below are some brief pointers regarding the “why” and “how” of evaluation.

## Reasons to Evaluate

- + To document what is happening in your program
- + To measure program impact
- + To highlight successes
- + To identify areas for continuous improvement
- + To obtain data to support requests for future funding

## When to Evaluate

- + Evaluation should be ongoing
- + The type of evaluation will differ based on:
  - o The stage of the program
  - o The age of the program
  - o The funder’s requirements
  - o The agency’s needs

## Types of Evaluation

- + Formative
  - o The purpose of formative evaluation is to inform the development or improvements of a program
- + Process
  - o The purpose of Process Evaluation is to track program activities and services
  - o Process evaluation can tell you three main things about a program:
    - + **Reach:** who was served and how many were served
    - + **Level of implementation:** extent to which the program is being implemented
    - + **Reaction:** what participants think about the program
- + Outcome Impact
  - o The purpose of outcome impact evaluation is to collect information about the effectiveness of a program in accomplishing its goals.

Please Note:

More about each of these types of evaluation will be posted in upcoming months. In addition, the Tabono Project can provide technical assistance on evaluation. For assistance contact Orin Johnson at 1-888-CBA-2580 or at [orinj@etr.org](mailto:orinj@etr.org). You may also want to refer to the following references for guidance in developing you evaluation plan.

### References:

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- Fitz-Gibbon, C.T. & Morris, L.L. (1987) *How to Design a Program Evaluation*. Newbury Park, CA: Sage.
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