

What is program evaluation?

Shaneice Fletcher-Hildebrand, Colleen Dell (PhD), Linzi Williamson (PhD)

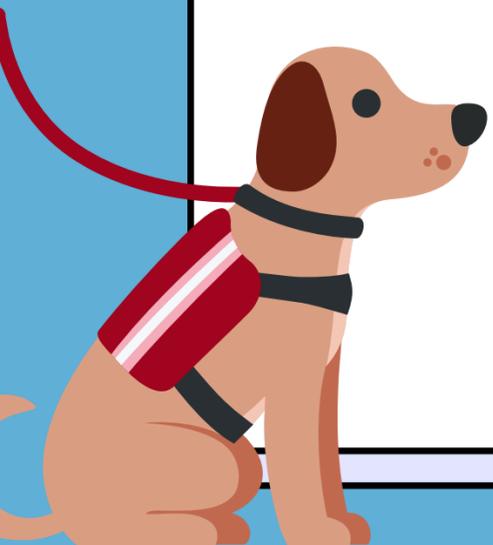
What is program evaluation?

Program evaluation allows people to learn about what their program is doing well, and what could be improved.



You may wish to explore the extent to which ...

- you are reaching the group of clients you desire to help
- your clients enjoy the program
- your program resources are sufficient to help your clients
- your clients are experiencing the benefits your program is expected to result in



Program evaluation helps people . . .

**Create clear
program plans
and goals**



**Improve their
programs**



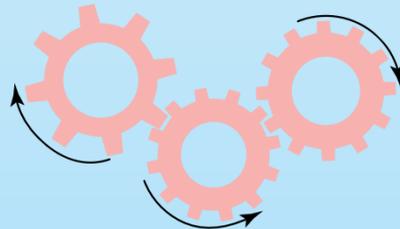
**Provide their
clients with
the best care
possible**



**Move towards
their program
goals**



**Make their
programs
effective and
efficient**

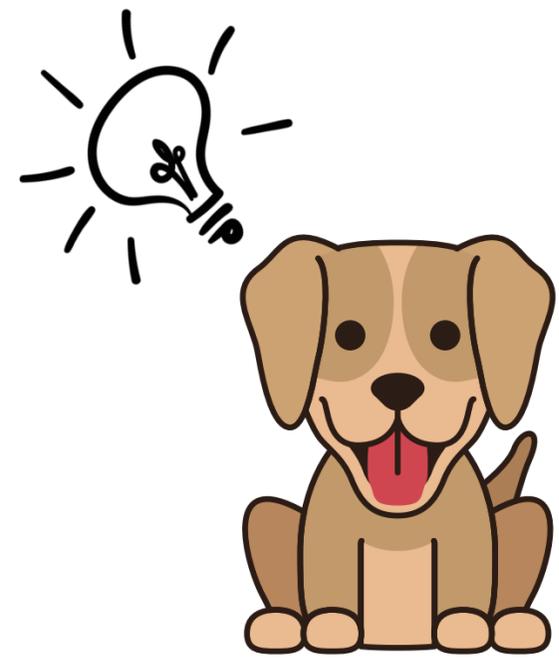


**Receive
funding for
their programs**



Program evaluations can help you answer:

- How can our program be improved? What can be done to provide clients with the best possible care?
- What are potential barriers to accessing our program? What things might make it easier for our potential clients to access the program?
- Are the training sessions feasible for the clients we serve? Are they relevant to our clients? Are clients satisfied with the training sessions?
- Are our clients experiencing any benefits from the program? Why or why not? What are the benefits? Who is experiencing the benefits?



Examples

Types of Evaluation

You may wish to learn more about . . .

- Whether or not people need your program, or how much your program is needed by the group of clients you help
 - This is called a **needs assessment**



- How your program operates and is delivered to clients (Examples: look at program advertising, clients the program is targeting, your staff, client satisfaction)
 - This is called a **process evaluation**



- The extent to which your clients are experiencing the expected program benefits, and what these benefits are
 - This is called an **outcome evaluation**

More on Process and Outcome Evaluations

What is a black-box evaluation?

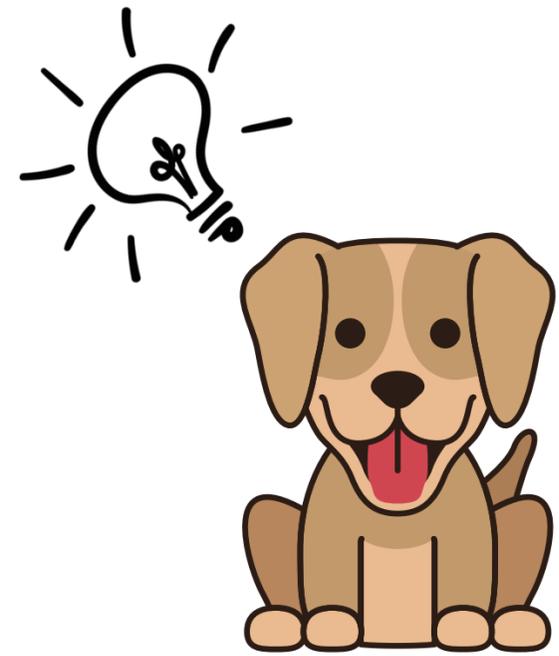
If you want to learn about program outcomes, it's also important to do a process evaluation to learn about how your program operates and is delivered



If you look at outcomes without also looking at the process, you will know what your outcomes are, but not which part(s) of your program helped produce those outcomes



This is called a **black-box evaluation**



Example

- Older clients are experiencing increased feelings of support more so than younger clients.

Why might this be?

- Do older clients complete more of the training than younger clients?
- Does the training material appeal to older clients more than younger clients?
- Do older clients interact with their service dogs more often than younger clients?

- Looking at how your program operates and is delivered can help explain this result.

Planning an evaluation

Evaluation Questions: What do you want to know?

Needs

To what extent is our animal service needed by the clients we serve?

Process

Are we reaching our target population effectively? Why or why not?

Process

To what extent are our clients interacting with their service dog?

Outcome

Are our clients experiencing increased feelings of comfort, love, and support?



Planning an evaluation

Think about how your program components (program resources, activities, and clients) are linked with the benefits you expect your clients to experience.

- These links are often shown in a **program logic model**



Things that you need for your program to operate are called **inputs**.



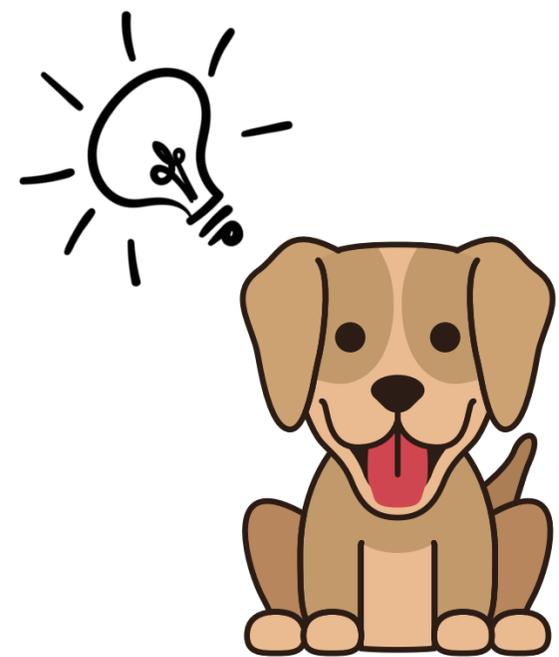
Things that your program does to help clients are called **activities**.



People or groups of people that your program is designed to help are called **participants**.



Changes you hope to see in your clients as a result of the program are called **outcomes**.



Examples

Inputs

- Funding
- Partnerships
- Volunteers
- Technology
- Work books

Activities

- Learning modules
- Service dog training sessions

Participants

- Veterans who struggle with mental and/or physical health challenges

Outcomes

- Increased feelings of comfort, love, and support
- Improved overall wellbeing

Planning an evaluation

Think about how you want to answer your evaluation questions. What would signal a change in the subject matter that you are evaluating?

- These signals are called **indicators**

 Indicators can be related to program process or outcomes:

 **Process example:** Adequate funding to support program resources that are needed to assist veterans

 **Outcome example:** Increased score on a measure of support

Planning an evaluation

Collecting and analyzing data: How will you measure the effectiveness of your program?

Type of data

- Number of clients who completed the program
- Number of available program staff
- Comparison of two different groups (e.g., older and younger)
- Gathering stories or shared experiences



Methods

- Answering a set of questions on paper or online
- Speaking with participants in person or online
- Filling out standardized forms in person or online



Participants

Who can answer the questions you have?

Admin? Trainers?
Current/Past Clients?

How will you reach out to potential participants?

Mail? Email? Word of mouth?

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