



THE ABC'S OF PROGRAM EVALUATION

(An accompaniment to the 2018 NACW Achievement Award Criteria and Application)

BASIC EVALUATION GUIDE: There are two basic types of evaluation: PROCESS and OUTCOME.

1. **PROCESS EVALUATION:** Process evaluation tracks the *implementation* of your program: How was your program implemented?

Sample Process Goals:

- In October 2015, implement domestic violence in the workplace training for 50 managers/supervisors in Company __X.
- By June of 2016, have all Commission staff certified to conduct domestic violence in the workplace training.

Questions to Consider:

- *Resources:* What resources were used to implement the program? How many staff members were used to implement the project? What was the cost of the program? How did actual expenditures compare to the amount budgeted?
- *Program planning activities:* What stakeholders were involved in the program planning and implementation? What types of relationship building activities took place to facilitate partnerships? Who developed the program? What data was collected or used to justify the need for your program? What was the intended scope of your program compared to the demonstrated need? What types of training did staff have to partake, in order to appropriately implement the program?
- *Program activities:* What program activities took place? How were the activities implemented? What activities were implemented as planned? Which activities were not implemented as planned? What changes were made to the original plan as the program progressed? What barriers did you experience?
- *Level of participation:* Who was your target audience? What was the attendance rate for your activities? Who attended? What were your participants' backgrounds and needs? Who did not attend? Why or why not? How did you conduct your outreach? Did your participants enjoy the program? Were they satisfied? What were their likes and dislikes? How large is the potential community of participants who could be served if the program was expanded? Did you reach your target number of participants? Did participants stay for the entire program? Were there retention issues?

Concrete Examples of How to Collect Data:

- Needs assessment data including local statistics which demonstrate a need for your program, focus groups with key stakeholders, etc.
- Participant attendance and retention rates
- Detailed demographics regarding participants
- Number of new volunteers, members, or partners
- Stakeholders or funders recruited
- Level of staff and/or Commissioner involvement: number of meetings, type of expertise used, hours devoted to project development and implementation
- Brief narratives about development process including successes, barriers encountered in planning and implementing program
- Satisfaction surveys
- Marketing conducted including flyers distributed, press releases, etc.

2. OUTCOME EVALUATION:

Outcome evaluation tracks the impact your program: What effect did your program have? What specific changes resulted from your program?

Sample Outcome Goals:

- After completing the half-day training on domestic violence in the workplace, managers and supervisors will be able to list their three core responsibilities.
- By December 2016, managers who completed the domestic violence in the workplace training will distribute educational brochures regarding employee rights and benefits to their employees.

Questions to consider:

- *Behaviors*: Do participants behave differently because of your program? Did people's behavior change as a result of your program? What overt/visible changes are evident because of your program? How is the world different because of your program?
- *Knowledge*: Did participants/individuals obtain new knowledge and facts because of your program? Have myths or misinformation been dispelled? Have they identified new resources? Have participants obtained information that they can apply in their communities (how useful is the information)?
- *Attitudes*: Have people's values and/or attitudes been impacted as a result of your program? Have participants changed their thoughts about a particular issue? Have individuals' convictions become strengthened by your program? Has your program provided an opportunity to evaluate existing belief systems as they impact women and girls?
- *Short-term Impact*: Changes that can be observed within 6 months or less of your intervention/program
- *Long-term Impact*: Changes that can be observed after 6 months or longer of your intervention/program

Concrete Examples of How to Collect Data

- Number of requests for materials or information
- Number of new referrals
- Pre- and post-test surveys or questionnaires that assess changes in knowledge, attitudes, and feelings
- Assess “change in confidence” of your stakeholders, participants regarding their ability to manage identified problem. Question: On a scale of 1 to 10, how confident are you that you would appropriately respond to an act of violence in your department? (Pre- and post)
- Assess “change in intent” that your target audience will take action. Question: On a scale of 1 to 10, how committed are you to violence prevention policies in your department? (Pre- and post)
- Follow-up surveys/ interviews/focus groups that assess knowledge/attitudes/feelings
- Organizational indicators related to your program, i.e., number of follow-up contacts about domestic violence training
- Social/community indicators related to your program, i.e., number of protective orders issued
- Logic models which map out the connection between your program activities, short-term outcomes, and long-term outcomes