

# Agenda

- Welcome
- Introductions
- Grounding Ourselves in Today's Topic
- Answering the Question: Why Evaluate?
- A Working Definition of Evaluation
- An Evaluation Framework to Guide Us
- Applying the Framework
- Resources
- Closing
- Session Evaluation

# Introductions

Name

Where you're  
calling from

# Rational Aim

**Rational Aim:**  
Introduce basic information and elements of evaluation, and how evaluation can improve one's practice.

# Experiential Aim

Reduce apprehension about evaluation, increase confidence and establish a sense of support and encouragement for using evaluation methods.

# Grounding Ourselves in Today's Topic

What?

Gut?

Evaluation

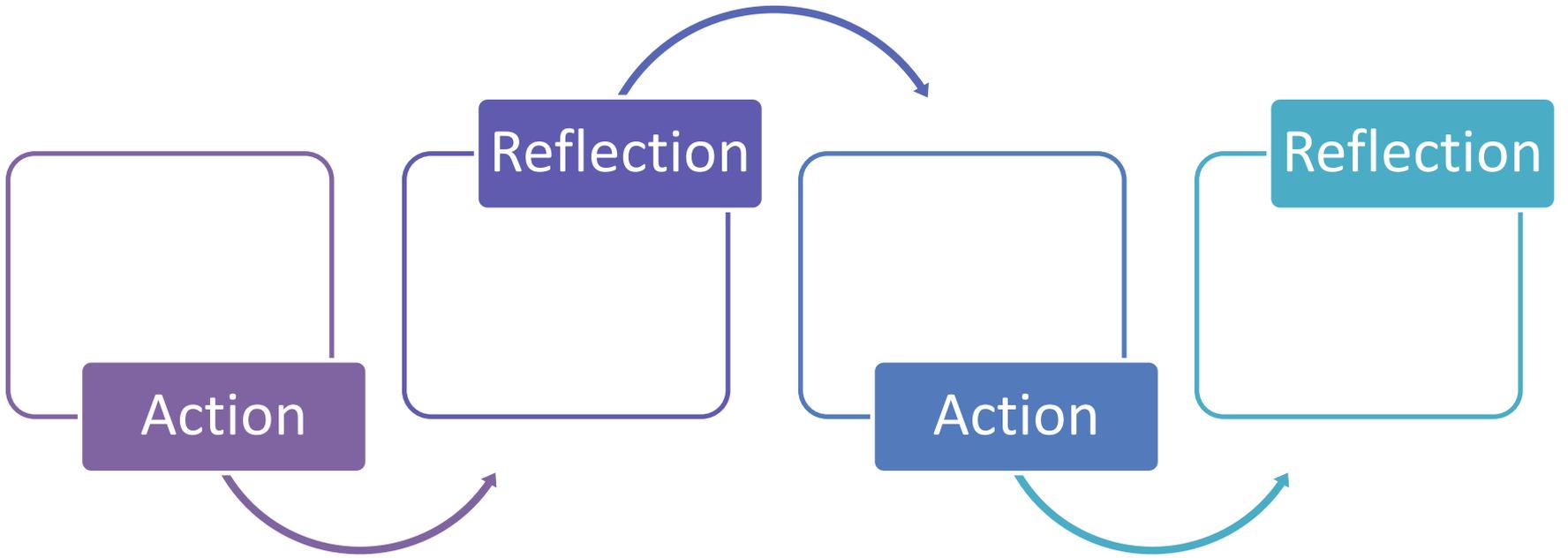
So What?

Now What?

# Answering the Question: Why Evaluate?

To reflect and  
grow from our  
experiences

To improve  
future action



# A Working Definition



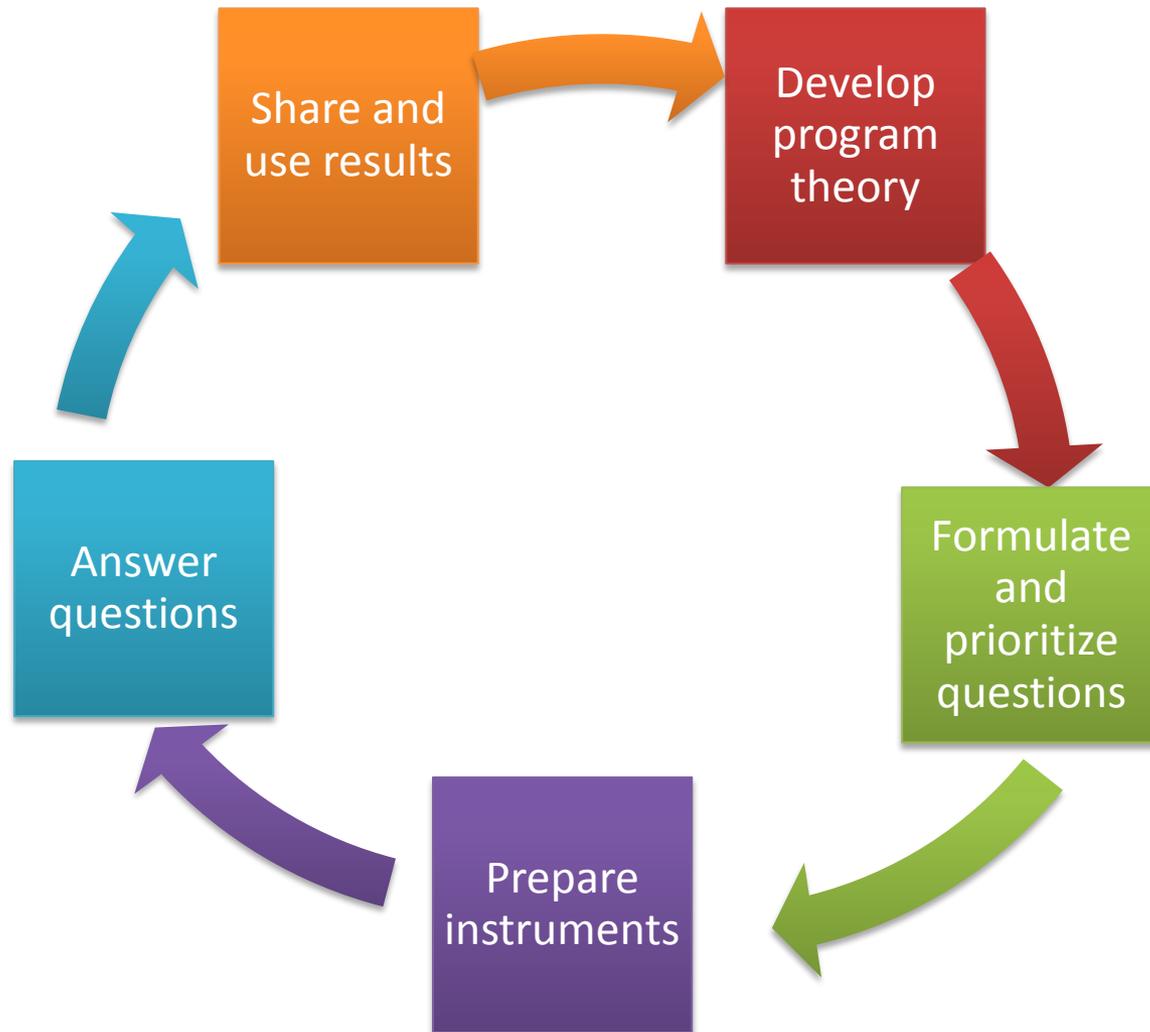
The process of gathering and making sense

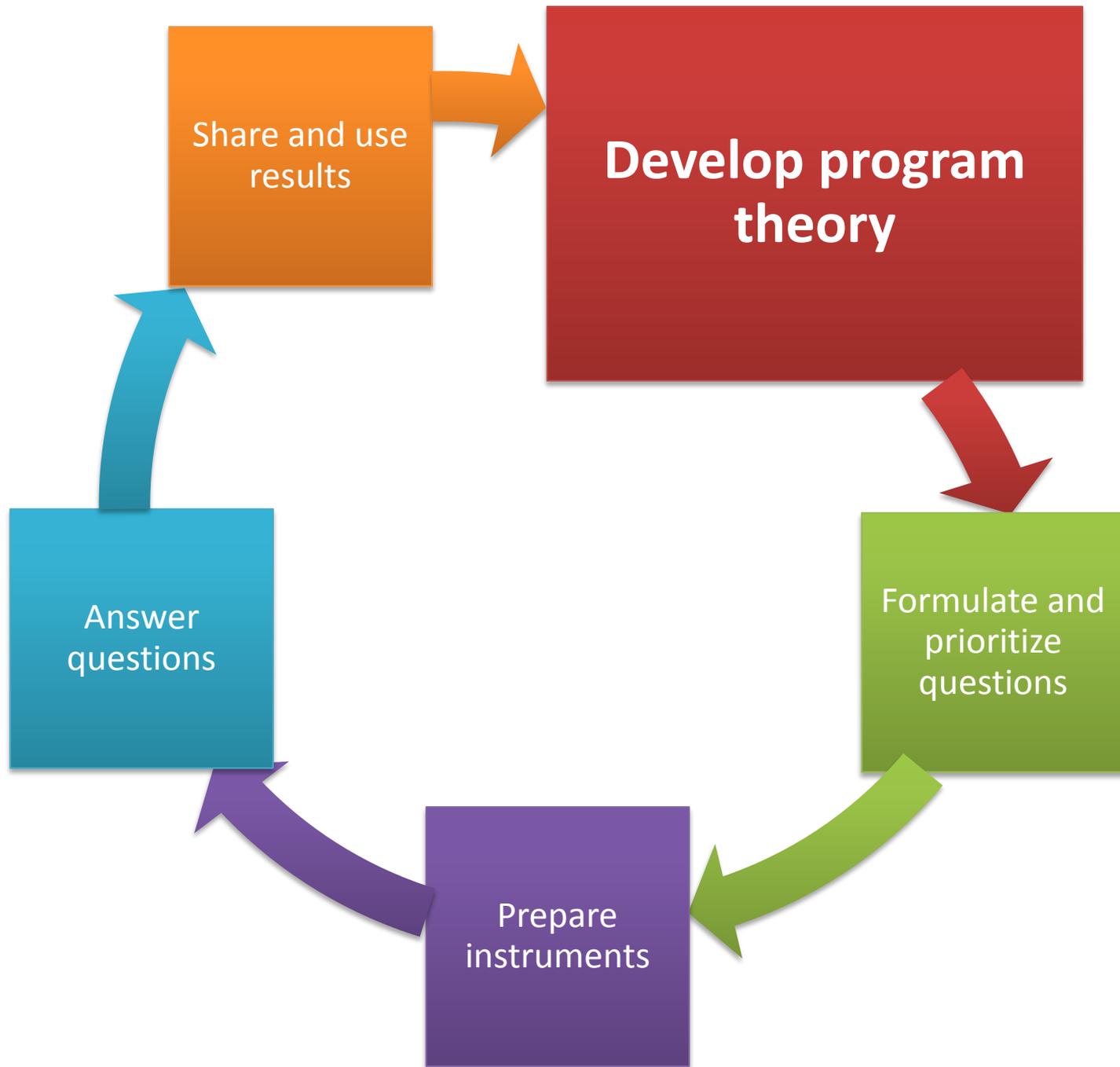
of credible evidence

that we are achieving the objectives we set out to achieve

in order to make necessary decisions about next steps.

# Evaluation Framework





**Develop program theory**

Share and use results

Formulate and prioritize questions

Prepare instruments

Answer questions

# Kirkpatrick's Levels

5-Return on Investment

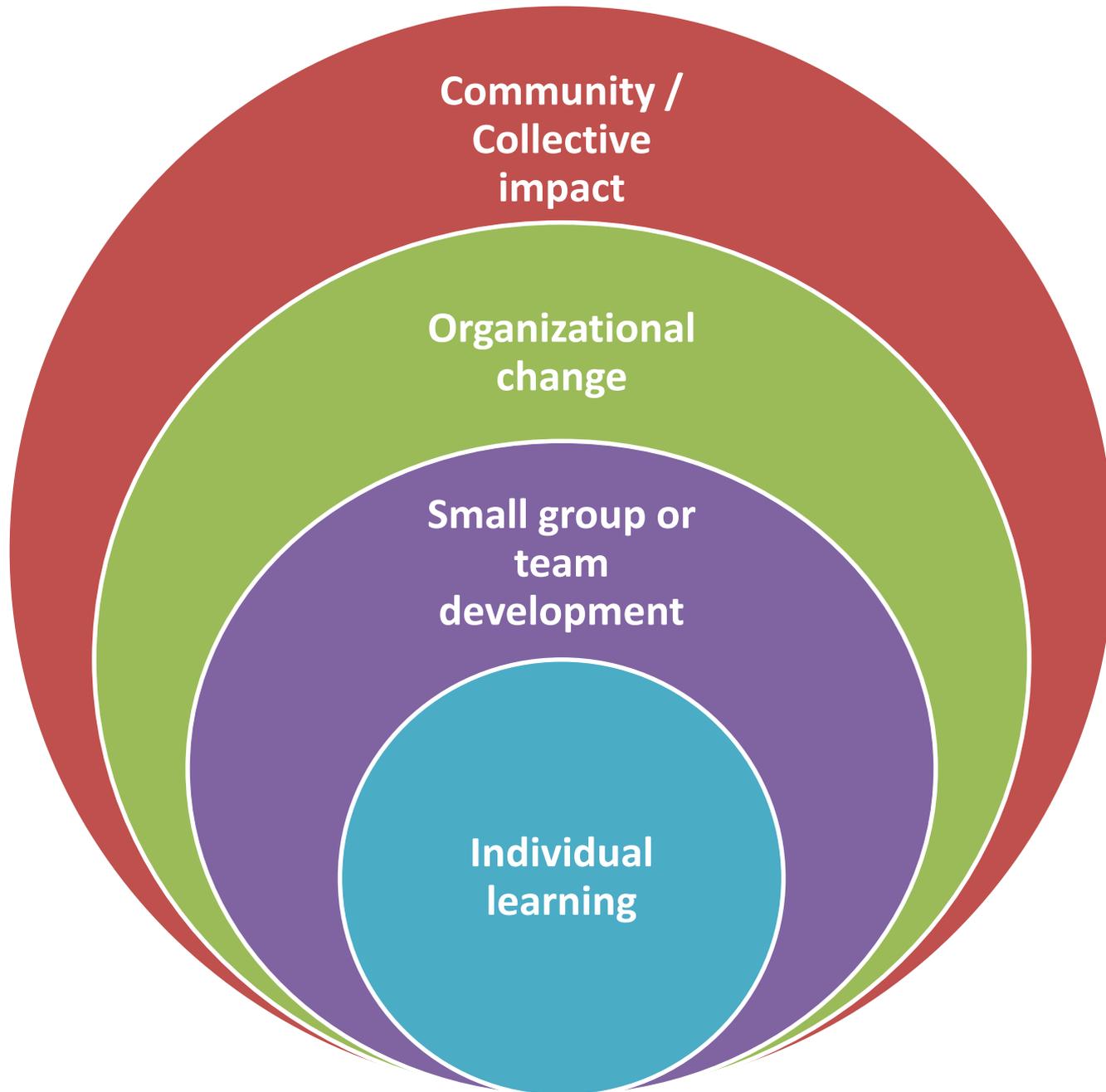
4-Results, short and longer term

3-Behavioral; skill development

2-Learning (new knowledge, attitudes)

1-Affective, Satisfaction



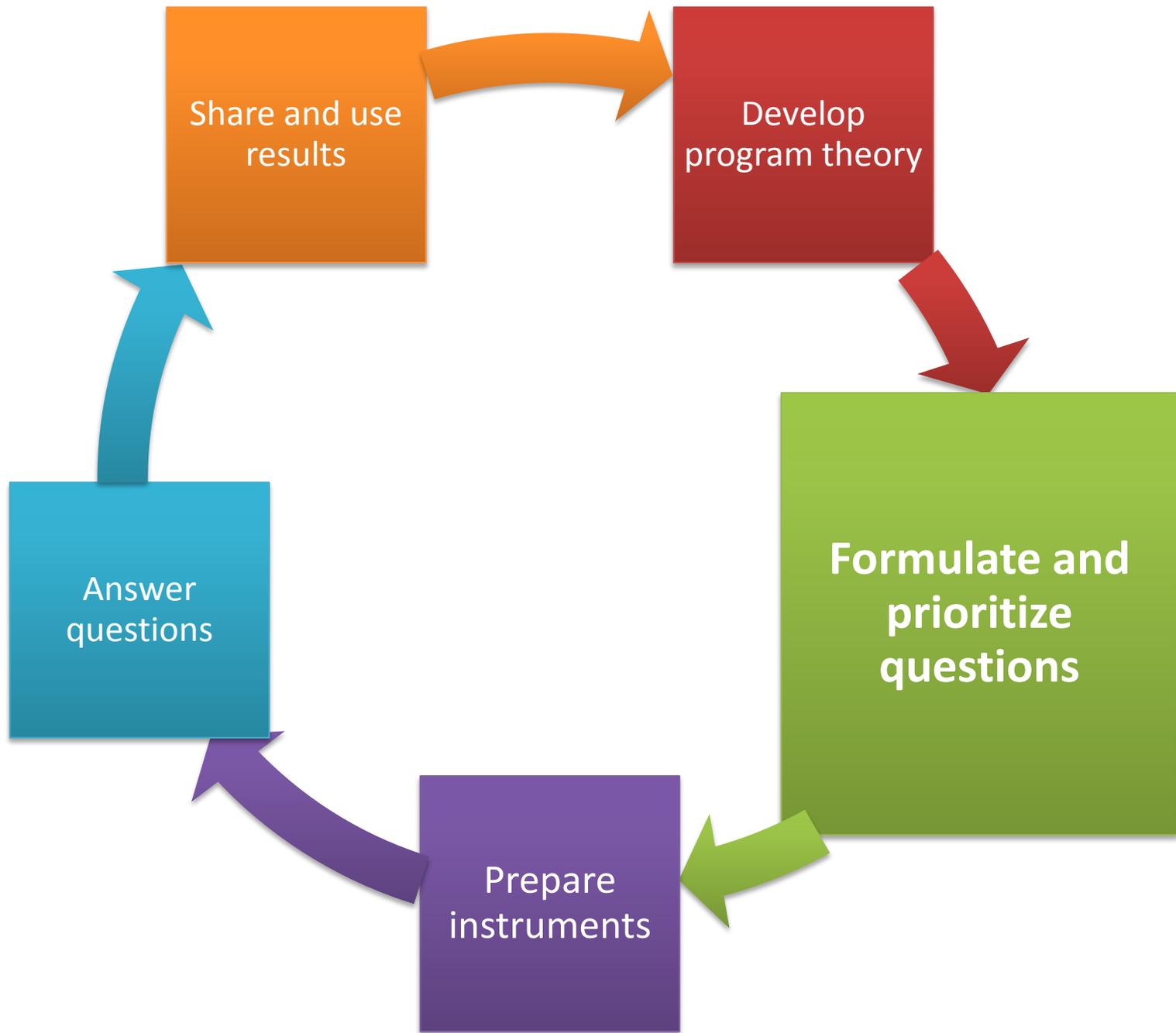


**Community /  
Collective  
impact**

**Organizational  
change**

**Small group or  
team  
development**

**Individual  
learning**



Implementation

Measuring *what*  
we are doing

Process

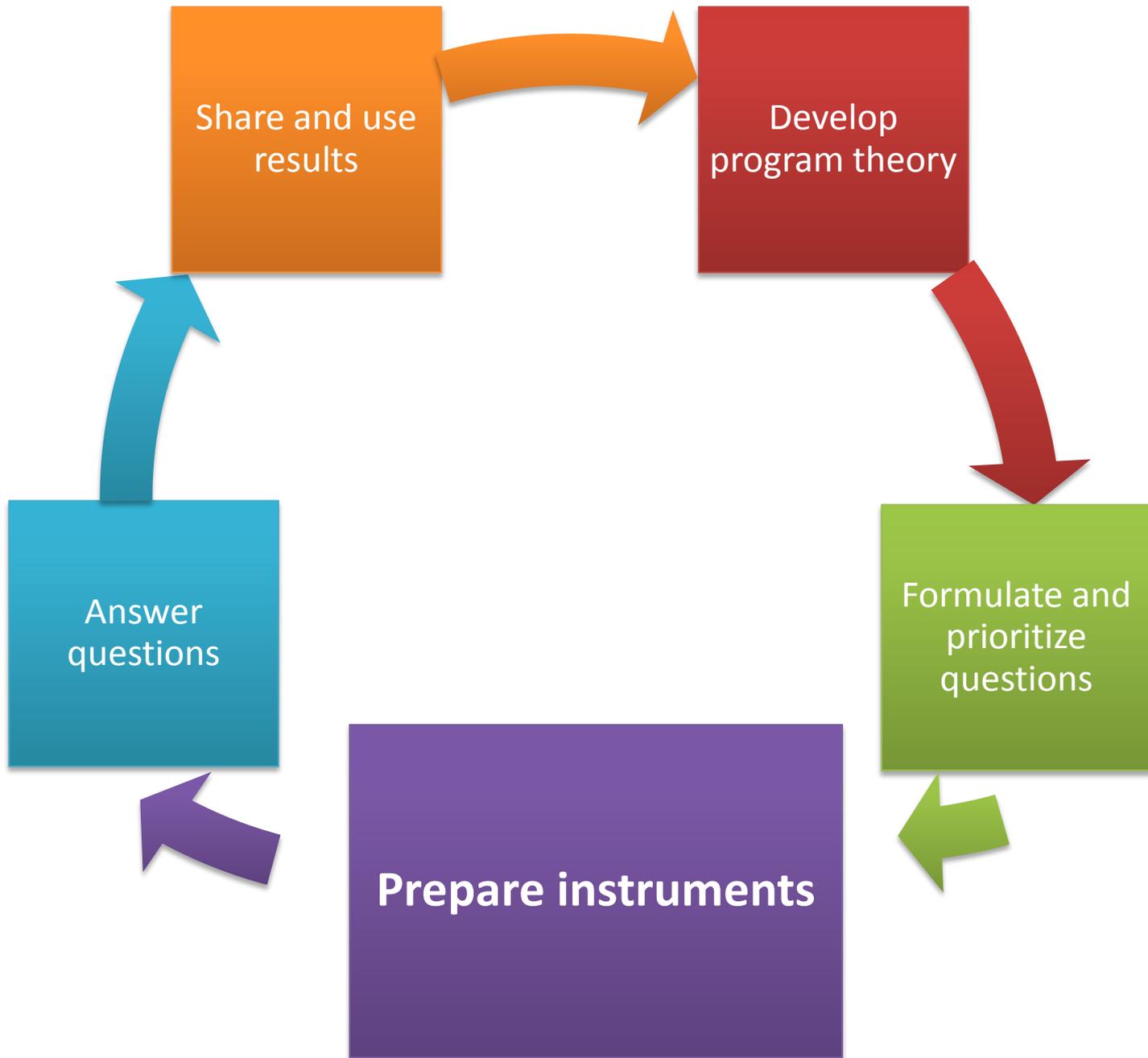
Determining how a  
program works

Goals-Based

Asking if we are  
achieving our *goals*

Outcome

Asking what the  
*impacts* are



Share and use results

Develop program theory

Formulate and prioritize questions

Prepare instruments

Answer questions

Observation

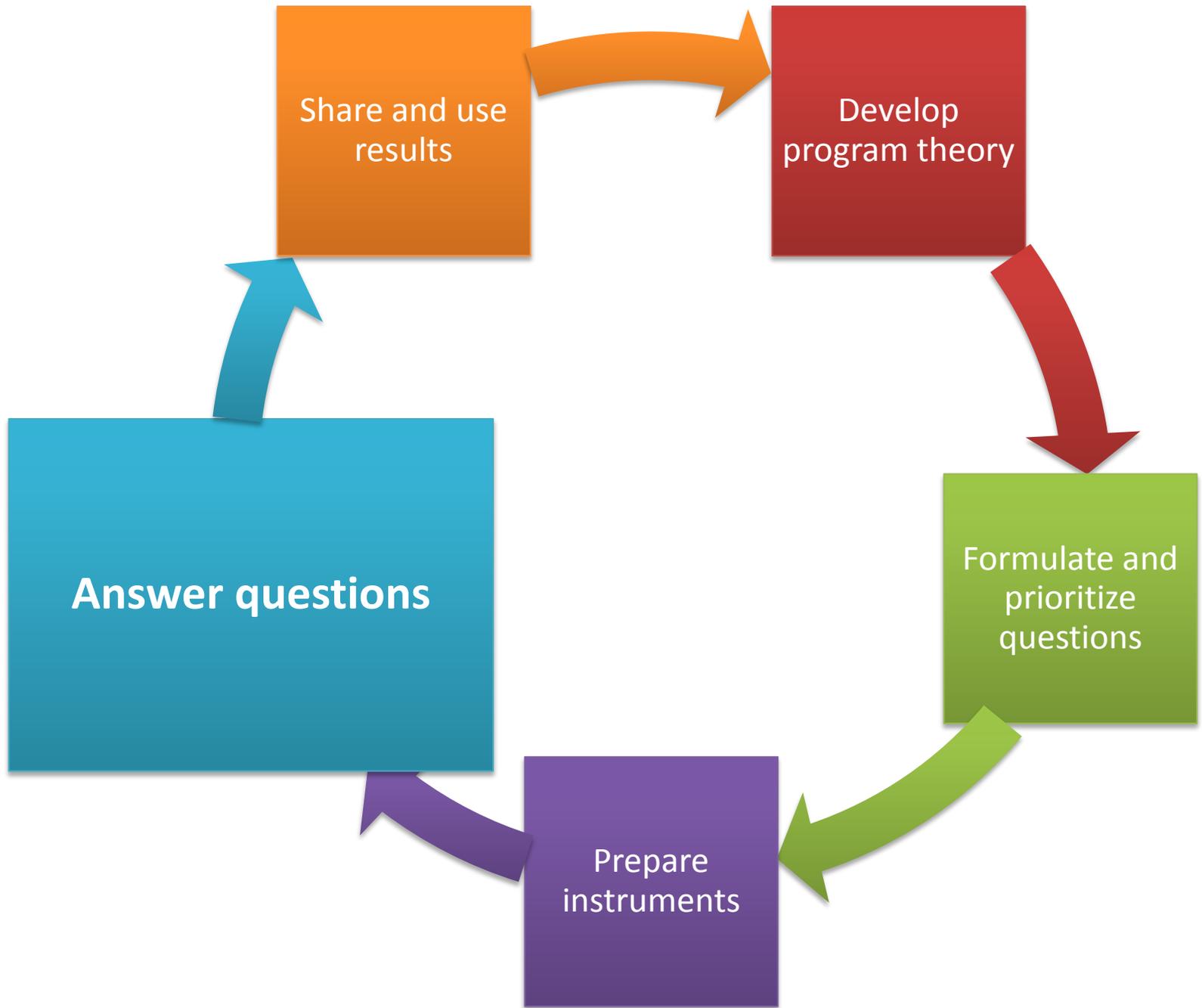
Interviews

Focus groups

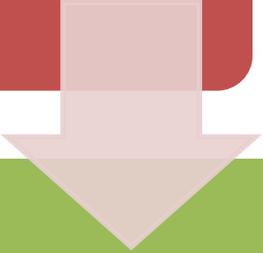
Surveys

Case studies

Experimental  
research



Collecting information

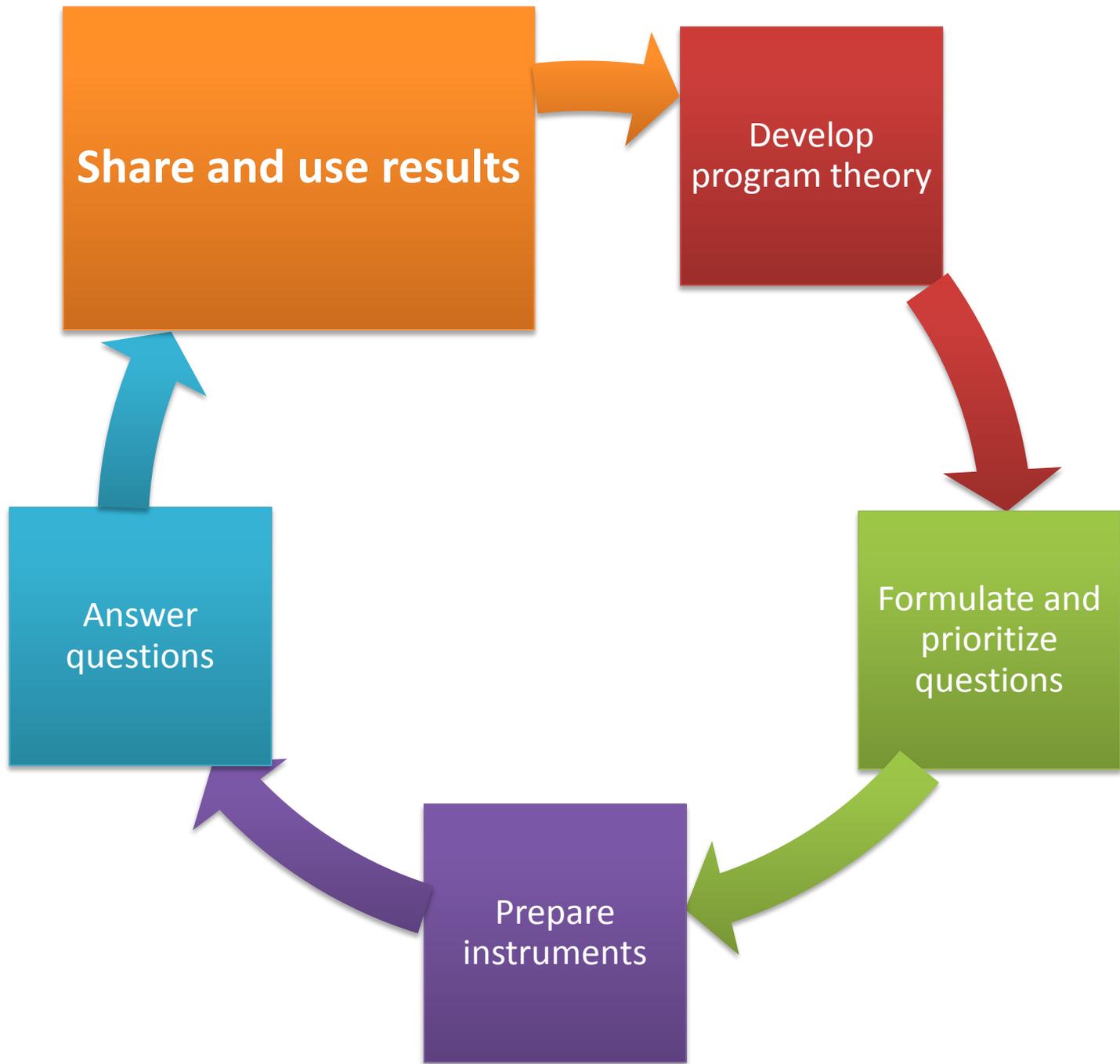


Analyzing information



Summarizing information





Share and use results

Develop  
program theory

Formulate and  
prioritize  
questions

Prepare  
instruments

Answer  
questions

**Comprehensive Community  
Mental Health Services for Children  
and Their Families Program**



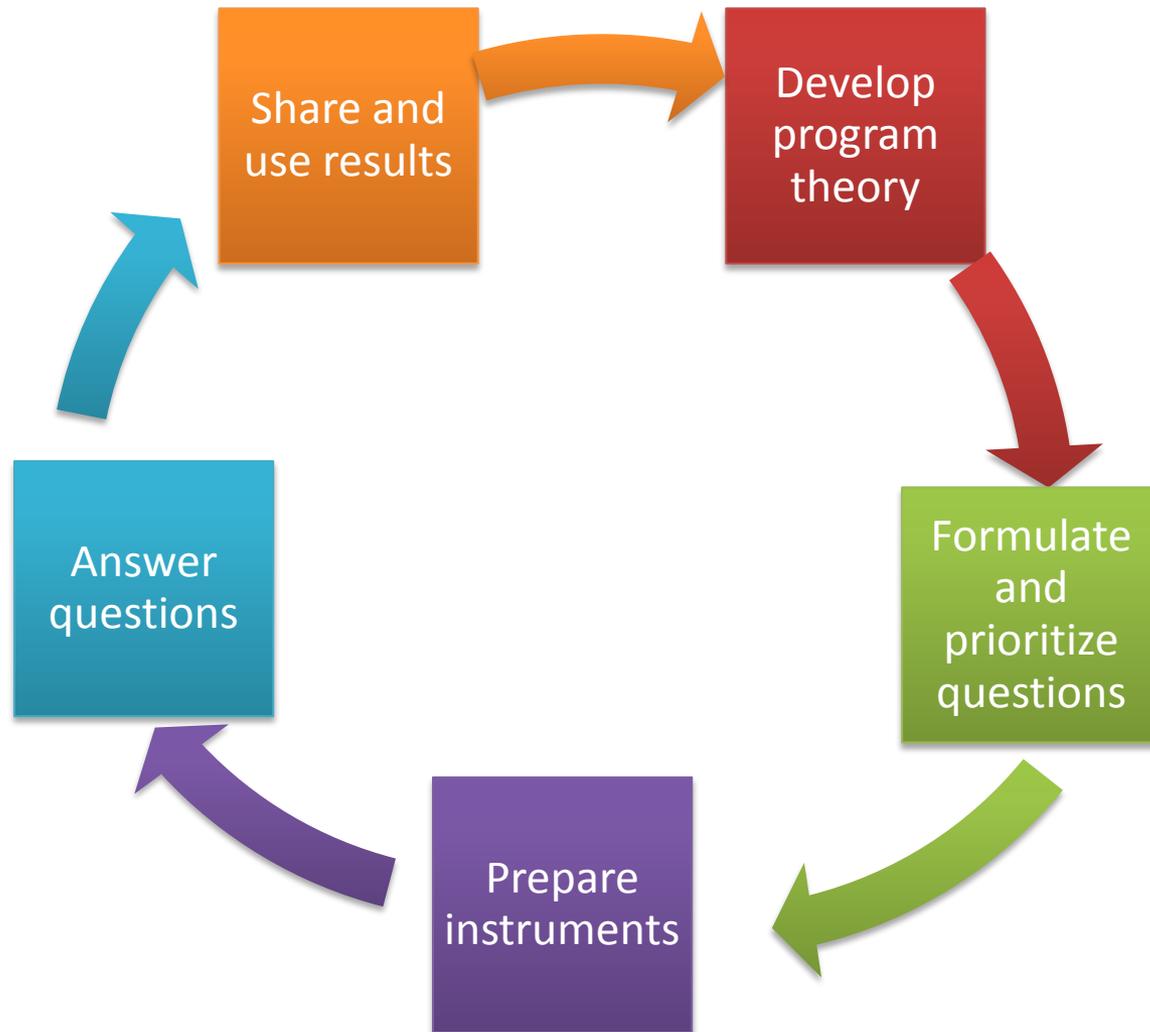
**Evaluation Findings:  
Annual Report to Congress  
2004**



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Substance Abuse and Mental Health Services Administration  
Center for Mental Health Services  
www.mhhs.gov



# Evaluation Framework



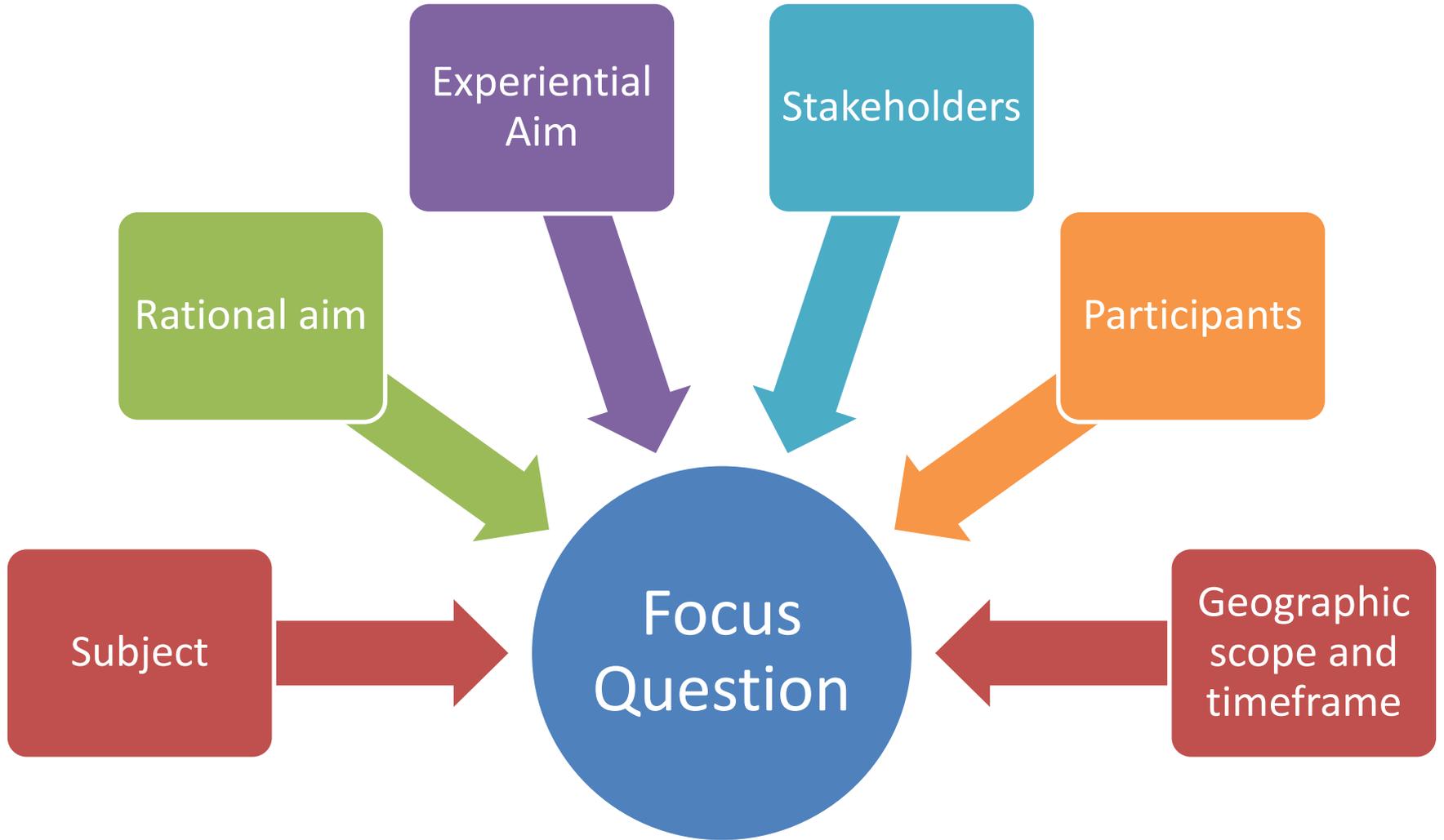
# MIDTOWN FARMERS MARKET



Client Group

Neighborhood Association

Farmers Market Committee



# Evaluation Resources



Books

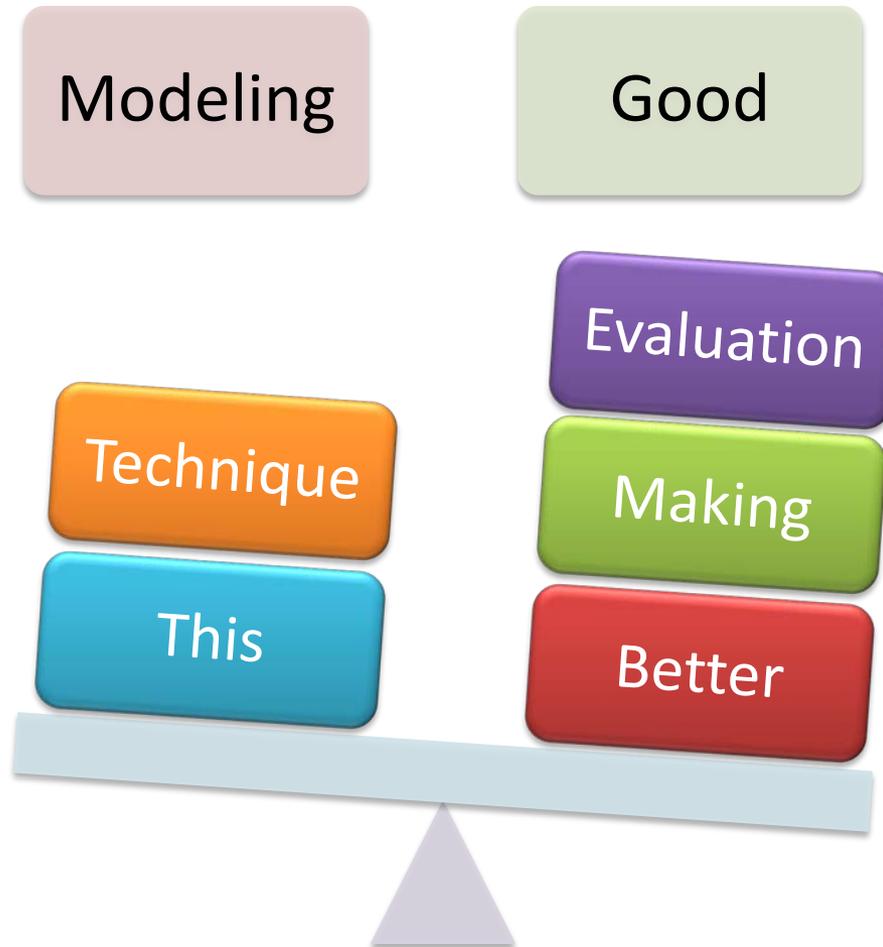


Websites



Organizations

# Walking the Talk



# Thank You!

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