

The Process of Evaluation

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I. Define Objectives

- A. Who are your stakeholders? How do these stakeholders define success?
- B. Types of Outcomes and Measures of Success
 - 1. Reflect stakeholder interests.
 - 2. Source of help: WEPAN Evaluation Resource Book.

II. Plan

- A. Examine desired outcomes - develop measures of success.
 - 1. Validity: are the measures you've decided to use considered appropriate and believable by your stakeholders?
 - 2. Reliability: are your measures replicable? That is, if you use the measure this year with one group of people, will you be able to use the same measure next year with another group?
- B. Locate/establish a "control" group for comparisons.
- C. Administration: Who gets asked & how?
 - 1. Who:
 - a. Response Bias
 - b. Random Sampling
 - 2. How:
 - a. Surveys
 - b. Focus Groups
 - c. Field Research

III. Collect and Analyze Data

- A. Collection procedures: methods listed above are well documented (see bibliography).
- B. Data management.
- C. Analysis: GROUP comparisons: "treatment" and "control" are essential.
 - 1. Keep analysis SIMPLE - frequencies and cross-tabulations.
 - 2. More complex analysis can also be useful. Seek assistance, refer to WEPAN Evaluation Resource Book.