Program Evaluation

What is program evaluation?

Program evaluation is a smart business practice for identifying what worked and what did not.

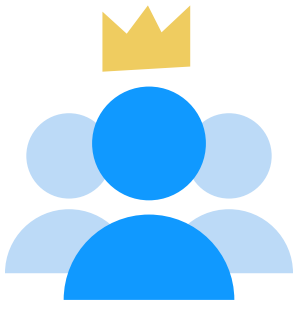
Why should you do it?

In the long term, program evaluation can help you create a program that works effectively, maximize your results, and reach your goals.

6 Tips for Effective Program Evaluation

1 Someone needs to be in charge

Make sure someone is in charge of the program evaluation process, whether that is a staff person, someone from a parent organization, or an outside consultant like TCW.

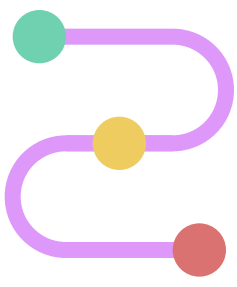


2 Define audience

Have a defined list to share findings with. Be clear who the audience for your findings is and is not.

3 Create a timeline for evaluation

Have initial short-term and longer-term goals for your evaluation. In the short term, be sure to collect as much data and information as you can. In the long term, take the time to analyze your data and determine how it can inform future strategy.



4 Define success and reflect on your goals

Beyond winning and losing, having primary and secondary goals to judge whether you have achieved success is important. Make sure you understand and agree on the questions the post evaluation process is trying to answer.

5 Collaborate and engage with stakeholders

Make sure you reach out to stakeholders to hear their goals, data, and opinions. Understand what they think worked and what their concerns are.

6 Collect data

Data collection can consist of personnel and stakeholder interviews, involvement surveys, and meetings. Be sure to ask program-specific questions that engage your audience.

THE CAMPAIGN WORKSHOP

© 2023 The Campaign Workshop

TCW2347