

Lecture 2: 1/19/06

I. Types and Purposes of Program Evaluation

- A. Needs
- B. Effort (Qualitative/Quantitative)
- C. Outcome
- D. Impact
- E. Formative
- F. Summative
- G. Cost-Effectiveness
- H. Cost-Benefit Analysis

II. Parable Patton, p 1

Patton, M. Q. (1997). *Utilization-focused evaluation: The new century text* (3rd edition). Thousand Oaks, CA: Sage Publications.

In the beginning, God created the heaven and the earth.

And God saw everything that he made. "Behold," God said, "it is very good." And the evening and the morning were the sixth day.

And on the seventh day God rested from all His work. His archangel came then unto Him asking, "God, how do you know that what you have created is 'very good'? What are your criteria? On what data do you base your judgment? Just exactly what results were you expecting to attain? And aren't you a little close to the situation to make a fair and unbiased evaluation?"

God thought about these questions all that day and His rest was greatly disturbed. On the eighth day God said, "Lucifer, go to hell."

Thus was evaluation born in a blaze of glory

-- From Halcom's *The Real Story of Paradise Lost*

III. Premises of Reinventing Government Patton, p.14

Premises of Reinventing Government

- What gets measured gets done.
- If you don't measure results, you can't tell success from failure.
- If you can't see success, you can't reward it.
- If you can't reward success, you're probably rewarding failure.
- If you can't see success, you can't learn from it.
- If you can't recognize failure, you can't correct it.
- If you can demonstrate results, you can win public support.

IV. Standards for Evaluation Patton, p 17.

Standards for Evaluation

Utility

The Utility Standards are intended to ensure that an evaluation will serve the practical information needs of intended users.

Feasibility

The Feasibility Standards are intended to ensure that an evaluation will be realistic, prudent, diplomatic, and frugal.

Propriety

The Propriety Standards are intended to ensure that an evaluation will be conducted legally, ethically, and with due regard for the welfare of those involved in the evaluation, as well as those affected by its results.

Accuracy

The Accuracy Standards are intended to ensure that an evaluation will reveal and convey technically adequate information about the features that determine worth or merit of the program being evaluated.

IV. Guiding Principles for Evaluators Patton, p 21.

Guiding Principles for Evaluators

Systematic Inquiry

Evaluators conduct systematic, data-based inquiries about what is being evaluated.

Competence

Evaluators provide competent performance to stakeholders.

Integrity/Honesty

Evaluators ensure the honesty and integrity of the entire evaluation process.

Respect for People

Evaluators respect the security, dignity, and self-worth of the respondents, program participants, clients, and other stakeholders with whom they interact.

Responsibilities for General and Public Welfare

Evaluators articulate and take into account the diversity of interests and values that may be related to the general and public welfare.

V. Patton's definition of program evaluation Patton, p 23

“Program evaluation is the systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future programming. Utilization-focused program evaluation (as opposed to program evaluation in general) is evaluation done for and with specific, intended primary users for specific, intended uses.”

VI. Criteria for Utilization-Focused Evaluation Questions Patton, p.32

Criteria for Utilization-Focused Evaluation Questions

1. Data can be brought to bear on the question; that is, it is truly an *empirical* question.
2. There is more than one possible answer to the question; that is, the answer is not predetermined by the phrasing of the question.
3. The primary intended users want information to help answer the question. They care about the answer to the question.
4. The primary users want to answer the question for themselves, not just for someone else.
5. The intended users can indicate how they would use the answer to the question; that is, they can specify the relevance of an answer to the question for future action.