

EVALUATING THE EVALUATION

1. Introduction

- Evaluation is fundamentally a process of answering question.
- Development of good answering questions can be conceived of as the beginning of vital data management aspect of evaluation practice.
- Clarifying evaluation question assist clients and evaluators to see clearly what is needed.

2. Checklist for evaluation

- When planning a program evaluation the following checklist are useful:
 - Basic ingredients
 - Name of organization
 - Name of program
 - Purpose of evaluation
 - What do we want to be able to decide as a result of the evaluation
 - Understand, verify or increase impact of products or services on clients (e.g. outcomes evaluation).
 - Improve delivery mechanism to be more efficient and less costly (e.g. process evaluation).
 - Verify that we are doing what we think we are doing (e.g. process evaluation).
 - Clarify program goals, process and outcomes for management planning.
 - Program comparison.
 - Audience for the evaluation

- Clients/customers
- Funder/investor
- Board members
- Management
- Staff/employees
- Information needed
 - Understand the process of the product or service delivery (input, activities and output)
 - Strength or weaknesses of the product or services
 - How the service or product failed and why.
- Types of evaluation
 - Goal-based
 - Process-based
 - Outcome-based
 - others
- Source of information
 - Clients/customers
 - Funders/investors
 - Program documentation
 - Staff/employees
 - others
- Methods of data collection
 - Questionnaires
 - Interviews
 - Documentation
 - Observation
 - Focus group
 - others
- Time of information needed
 - Time frame
- Available resources

- Man
- Money
- Material