

Contents

Introduction	xi
1 Observe & Assess Program Needs	
Observe & Assess Program Needs	2
What Is Evaluation?	2
Why Do Evaluation?	2
What Evaluation Can Do for Your Program	5
Assessing Which Type of Evaluation Meets Your Needs	7
Users of Evaluation Results	9
Roadblocks to Evaluation	11
2 Operationalize the Evaluation Plan	
Operationalize the Evaluation Plan	16
Select an Evaluation Team	17
Review What Your Program Is Targeting	18
Define Program Goals and Objectives	20
Develop a Conceptual Framework	24
Define Methodological Approach for Evaluation	26
Select Indicators	31
Develop a Data Collection and Analysis Plan	31
Plan for Dissemination of Evaluation Results	37
3 Obtain Data	
Obtain Data	40
Ethical Conduct & Confidentiality	40
Qualitative Versus Quantitative Methods	42
Qualitative Data Collection Methods	43
Quantitative Data Collection Methods	46
Basics of Sampling	48
Issues of Validity and Reliability	52

4 Organize & Analyze Data	
Introduction to Data Analysis	56
Organize and Prepare Data for Analysis	57
Analyze Data	59
Interpreting the Results	63
5 Outputs & Outcomes	
Outputs & Outcomes	70
Potential Audiences for Results	70
Creating Graphs & Tables	70
Ways to Report Your Results	74
Interpreting & Using Results	80
Planning for Continued Evaluation of the Program	81
Bibliography	83
Appendix 1 Data Collection Tools	
In-depth Interviews	108
Group Interviews	116
Case Studies	129
Surveys	132
End of Session Questionnaires & Pre/Post Tests	140
Appendix 2 Worksheets	
Defining the Problem	144
Prioritizing Objectives & Indicators	146
Developing a Conceptual Framework	148
Informed Consent	153
Summary Table: Data Sources, Collection and Storage	155
Index	157