Program Evaluation

"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."

(Osborne & Gaebler, 1993, *Reinventing Government*)

Indicators: What are they?

"Success" of war? body count

Watershed literacy

90% of students score 85% or higher on UM Watershed Literacy Instrument after MWEE

… measure what is not directly measurable

Dangerous!!!! Who will use indicator & how (not as intended)?

Indicators: Types

Input - need to collect these too!

Process - goal??? Is it really?

Outcomes - good to think about these too!

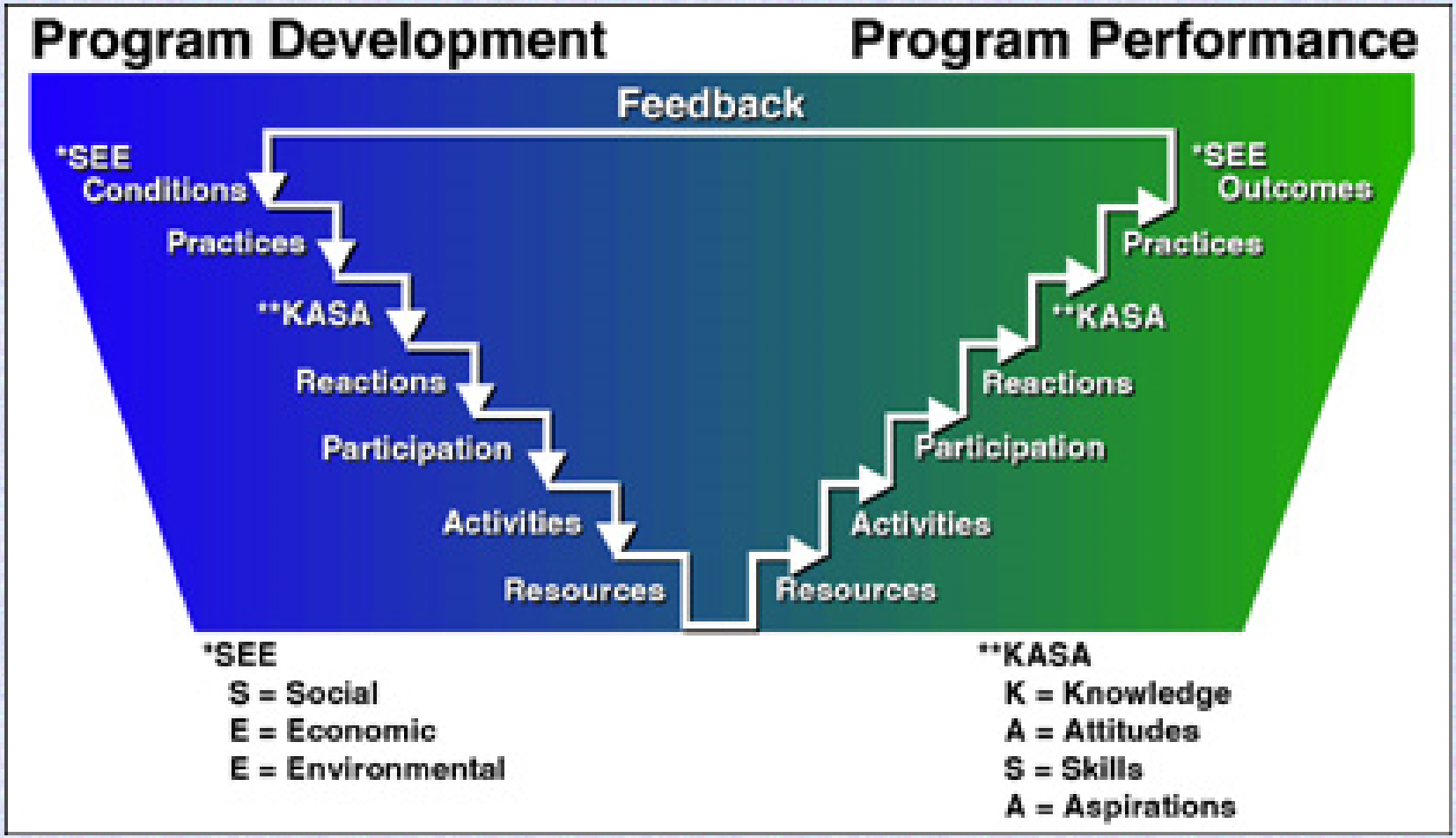
<u>Levels:</u>

Policies

Networks

Schools

Individuals


Program Development
Program Performance
Feedback
*SEE Conditions
Practices
**KASA
Reactions
Participation
Activities
Resources
Resources
Activities
Participation
Reactions
**KASA
Practices
*SEE Outcomes
*SEE
S = Social
E = Economic
E = Environmental
**KASA
K = Knowledge
A = Attitudes
S = Skills
A = Aspirations

Indicators: Characteristics

- Measurable
- Relevant (valid + reliable)
  - Is it appropriate measure
  - use more than one indicator
- Manageable (data available, not too many)
- Easily understood
- Not binary (to document progress)
- Achievable/reachable
- Meaningful/important – sufficiently ambitious
- Timely
- Have targets

Think of: # & characteristics (who, what, when, where)

Indicators:
Must be considered legitimate/be accepted!

Process ~ Guidelines

Literature review – what measures have been used?

e.g. Guidelines, NOAA B-WET evaluation (in process)

Involve target users in development, testing, revision

Indicators:
Must be used!

Process ~ Guidelines

Support use! (i.e., behavior change & maintenance)

Evaluation's Political Nature

"Evaluation is NOT political under the following conditions:

No one cares about the program

No one knows about the program

No money is at stake

No power or authority is at stake

And no one in the program, making decisions about the program, or otherwise involved in knowledgeable about, or attached to the program is sexually active."

(Anonymous in Patton 2008)