

EVALUATION QUESTIONS AND METHODS

Key Evaluation Question(s)	Type of Management Information and Evaluation Measure(s)	Type of Data Collection*					Experimental Design**		
		Survey/ Scale	Structured Interview	Self Report/ Log	Direct Observation	Archival Records	Case Study	Pre-Posttest Control Group	Time Series
A. Planning and Implementation Issues	A. Descriptive and Process Measures								
1. Who participates?	1. Demographic data		X	X			X		
2. Why do participants drop out?	2. Participants' reasons for dropping out		X	X			X		
3. Are different activities generated?	3. Type & frequency of activities				X	X	X		
B. Assessing Attainment of Objectives	B. Outcome Measures								
1. How many participate?	Number of participants			X	X	X	X		X
2. How many hours are participants involved?	Number of hours by activity			X	X	X	X		X
3. How many people are trained?	Number of participants per workshop			X	X	X	X		X
C. Impact on Participants									
1. How do attitudes & behavior change by participating in program?	Changes in attitude & behavior	X	X	X	X	X		X	X
2. Does participation affect the incidence of problems?	Incidence of problems (e.g., substance abuse, gang involvement)	X	X			X		X	
3. Are participants satisfied with the experience?	Participants' satisfaction ratings	X					X		
D. Impact on Community									
1. What resulted from program?	Changes in programs, policies & practices of partner organizations	X	X	X	X	X			X
2. Do program benefits outweigh costs?	Cost-benefit data		X	X		X	X		
3. Are community members satisfied with participants and service they provide?	Beneficiaries & Community members/ satisfaction ratings	X					X		

From Francisco, V. T., Capwell, E. M., & Butterfoss, F. D., (2000). Getting off to a good start with your evaluation. *Health Promotion Practice*, 1(2), p. 130.