



Program Evaluation

CECILIA GARIBAY
PRINCIPAL



“Research seeks to prove. Evaluation seeks to improve”

— M.Q. Patton



What's the value?

- **Better understand program.**
- **Strengthens structure and partnerships.**
- **Allows you to improve a program.**
- **Leverage a more powerful understanding.**
- **Inform new programs.**
- **Inform funding decisions.**



When do you conduct evaluation?

Planning



Front-End

Development



Formative

Stable Program



Summative

The specific phase of the program determines the reason for the evaluation and the questions you seek to answer.

Front-end

- What are community assets & needs?
- Who are key players?
- What resources are available?
- What are strengths and weaknesses?
- What can we learn from other programs?





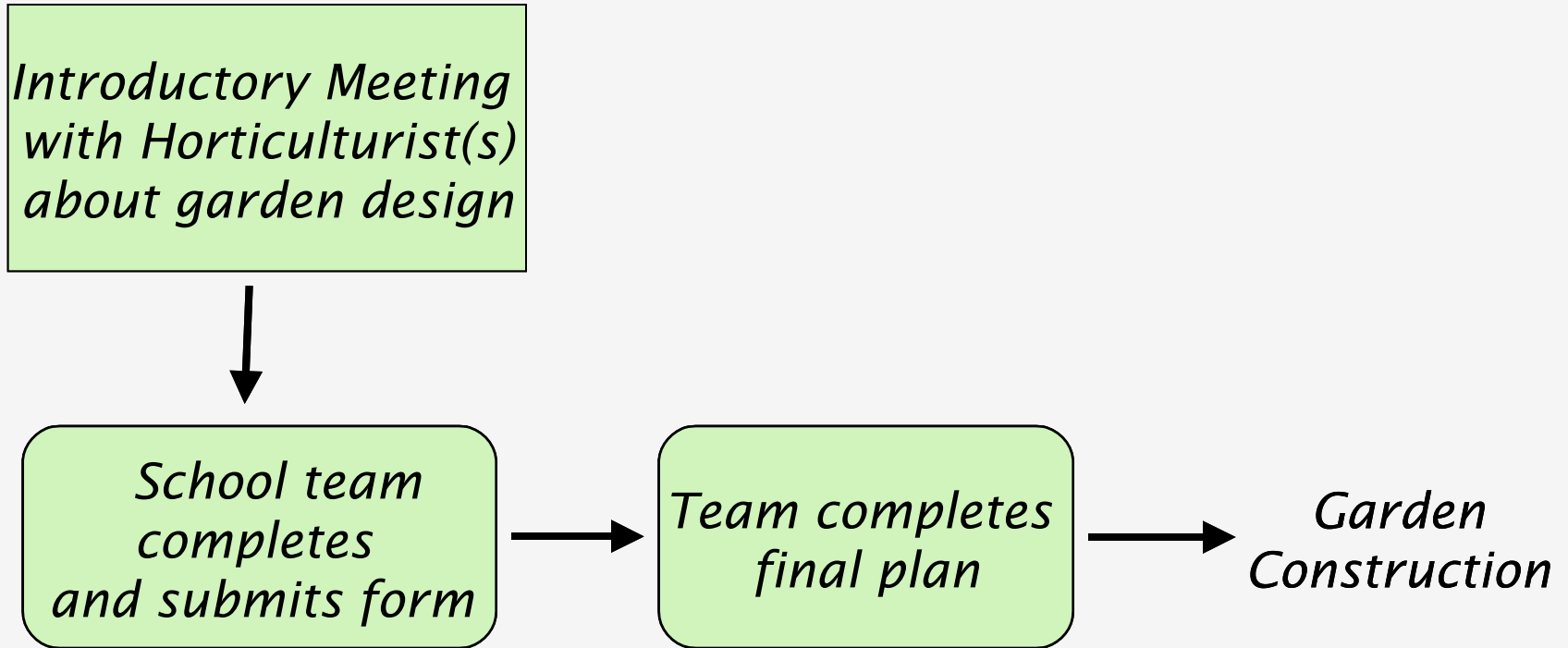
Formative

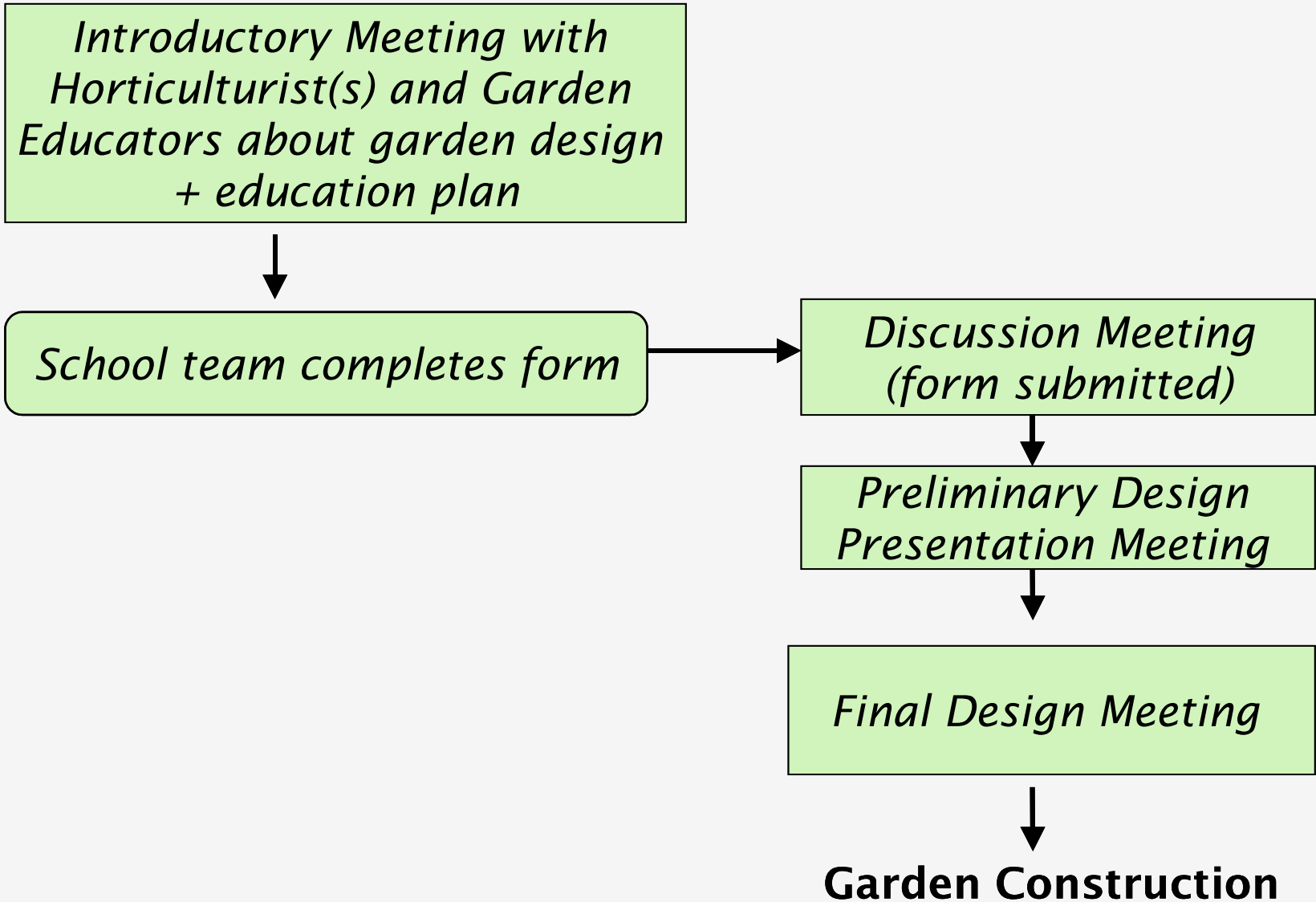
- Which aspects work and which don't? Why?
- How does program structure contribute to or hinder success?





School Garden Program







Summative

- What are the program's outcomes?
- To what extent did the program meet its goals?



Methods

- **Must be appropriate to the context of the programs.**
- **Mixed methods.**





Surveys Common Topics

- Who is coming
- Enjoyment
- Satisfaction
- Expectations
- Content/Learning
- Perceived change



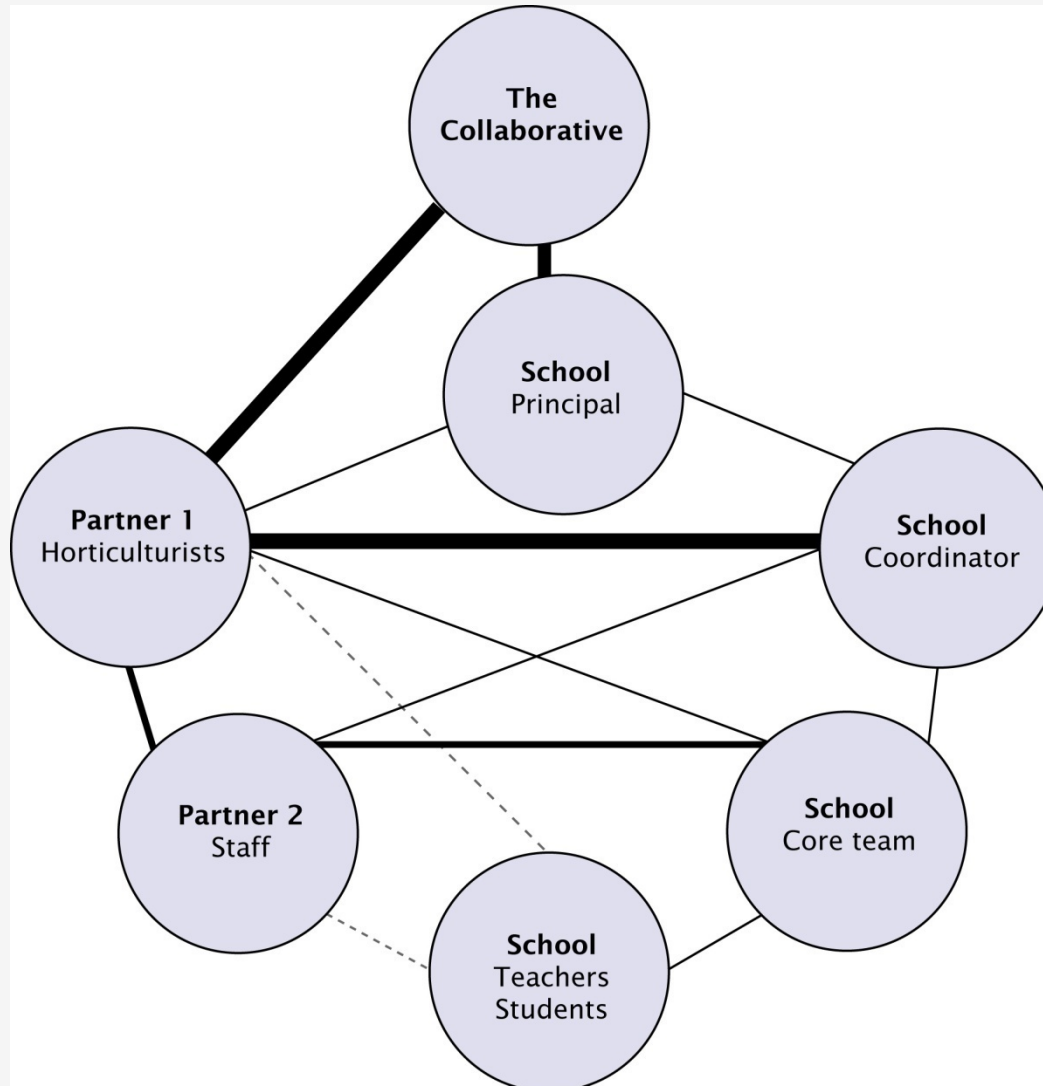
Qualitative

- Tease out complexities
- Can answer process questions. (What is happening”
- Can provide insight into evolving perspectives





Collaboration



Getting Started

- Start small
- Use existing sources of data
- Be realistic about resources and timeline
- Seek out evaluation resources.



garibaygroup

culturally responsive / contextually relevant /

research + evaluation /

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