

## What is Evaluation?

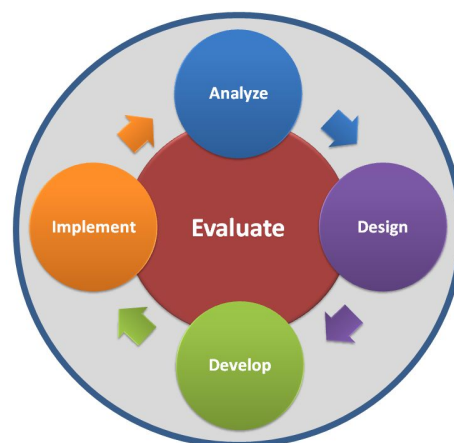


Effective evaluation is not an event that happens at the end of a project but is an ongoing process that helps decision makers better understand the project; how it is impacting participants, partner agencies and the community; and how it is being influenced/impacted by both internal and external factors. *W.K. Kellogg Foundation*

**Evaluation** is a process that critically examines a program. It involves collecting and analyzing information about a program's activities, characteristics, and outcomes. Its purpose is to make judgments about a program, to improve its effectiveness, and/or to inform programming decisions

Research seeks to **prove**, evaluation seeks to **improve**. *Michael Patton, University of MN*

## Cycle of Evaluation



**Analyze:** Analyze the participants, best practice, data gathered, etc.

**Design:** Develop the overall plan for the program

**Develop:** Create the detailed program plan

**Implement:** Deliver the program

**Evaluate:** Make sure the program achieves the desired goals