

## Elements of Program Evaluation

### Program (name):

#### 1. Goals & Expected Outcomes:

**External Outcomes** – those that affect an individual, our local community or state, such as providing clothing or food for women and children, building awareness for domestic violence prevention, building strategic alliances with other organizations.

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**Internal Outcomes** -- those that affect NCJW, such as Volunteer Engagement, Fund Development, Leadership Pipeline Development, Succession Planning or Visibility in our local community.

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#### 2. Activities: Such as stuffing backpacks, going to the Capitol, Training Programs

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#### 3. Benchmarks: These should be as specific and measurable as possible and would tie back to the outcomes anticipated. A typical milestone would be: Established an Advocacy Committee with 8-10 members and planned 3 events by March 31, 2019; Established a strategic partnership with JWF of Pittsburgh; Matched 4 Leadership pipeline candidates to current Section projects.

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#### 4. Measurements of Success: Typical measurements would include measurement tools such as surveys, attendance lists, or other data metrics or analytics. A debrief meeting would include discussions of what worked and what didn't work, as well as how to assess success moving forward.

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