Evaluation Toolkit

Getting the most out of your program ... getting the most for your program.

• Identify your program’s strengths and opportunities for improvement.
• Assess your organizational goals and performance.
• Apply information to decision-making and action planning.

What are your capabilities?
What initially began as a demonstration project of 166 community-based units, the Medical Reserve Corps (MRC), has grown to a nation-wide program comprising more than 600 units and 100,000 volunteers. The continued maturation of the MRC program, along with new initiatives, presents an opportunity for MRCs to assess “what we know” and “what we need.” With the right tools and practices, MRC units and the MRC program office can progress toward achieving MRC program goals.

As Easy as ABC ... 

Audience – Who? The desired outcome/impact is for what group of people? Who will benefit?

Behavior – What? What change or results do you want to see? What will be different?

Condition – When? Under what condition will it happen? By a certain date? After full implementation?

Degree – By how much? To what extent do you want or expect get results?

Evidence – As measured by? What tools can be used to measure the results?
KEY EVALUATION CONCEPTS

Needs assessment – A systematic identification of the gaps between the way things are and the way they should be.

Strategic planning – The process of determining a program's long-term goals and identifying the best approach for achieving those goals.

Logic model – A format for identifying what a program expects to achieve and how it intends to achieve these goals and long-term outcomes. Logic models are often used in strategic planning and typically identify:

- **Goal** – A broad statement about what a program or activity intends to accomplish.
- **Objectives** – Expected achievements that are specific, measurable, and derived from the goal.
- **Actions** - The steps or tasks undertaken to meet the objectives of the program
- **Process measures** – Metrics used to demonstrate the implementation of activities.
- **Outcome measures** – Metrics used to measure achievement of objectives and goals.

STRATEGIC PLANNING RESOURCES


A Guide to Strategically Planning, Training, and Measuring Results. (2000) Office of Personnel Management, Washington, DC. A four-step approach to implementing a training program and measuring results for government agencies: (1) analysis of established goals to identify training requirements; (2) development of training strategies to achieve goals; (3) integration of training into the agency's strategic plan; (4) evaluation of training goal accomplishments. Contains tips for the implementation of the suggested activities, a list of suggested resources, extensive tables and charts, and a glossary. Full text from Education Resources Information Center at www.eric.ed.gov.

Biological and Chemical Terrorism: Strategic Plan for Preparedness and Response. Recommendations of the CDC Strategic Planning Workgroup. (2000) MMRW 49(RR04), 1-14. The CDC's strategic plan contains recommendations to reduce U.S. vulnerability to biological and chemical terrorism—preparedness planning, detection and surveillance, laboratory analysis, emergency response, and communication systems. Training and research are integral components for achieving these recommendations. Success of the plan hinges on strengthening relationships between medical and public health professionals and on building new partnerships with emergency management, the military, and law enforcement professionals. Go to: www.bioterrorism.slu.edu/bt/key_ref/cdc/cdc_02.pdf.

EVALUATION RESOURCES


EVALUATION RESOURCES (CONTINUED)


- **Community Toolbox** (2007, University of Kansas). Toolkit with more than 250 topics in community health, including frameworks/models for change, analyzing information, solving problems. Includes practical steps, examples, checklists, and resources. Go to: ctb.ku.edu/.

- **Evaluation Tools** (Center for Education Integrating Science, Mathematics, and Computing, Georgia Institute of Technology College of Sciences). Easy to use resource for sample tools, including evaluation matrix, implementation log, interview protocol, and evaluation report. Go to: mime1.marc.gatech.edu/MM_Tools/evaluation.html.


- **Evaluation: A Tool for Program Improvement** (2003, Juvenile Justice Evaluation Center, Justice Research and Statistics Association). Systematic online tutorial takes approximately one hour to complete, includes both pre- and post-tests and certificate of completion. While the tutorial focuses on a hypothetical community-based youth program, the content does not interfere with the basic steps that can be applied to any evaluation. Go to: www.jrsa.org/jjec/tutorial/tutorial/tutorial.html.


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TOOLS FOR SELF-ASSESSMENT

**Internet Resources for Non-Profits.** Foundation Center Cooperating Collection, Utica, NY. Go to: www.uticapubliclibrary.org. Click on “Internet resources for non-profit organizations.” Then select “Outcome measurement, program evaluation and assessment.”


ADDITIONAL RESOURCES


Sponsored by: Agency for Healthcare Research and Quality, 540 Gaither Road, Rockville, MD 20850

Developed by: ICF International, 9300 Lee Highway, Fairfax, VA 22031


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