

Building Evaluation Capacity

Community Building Institute

Helena, Montana

Maxine Jacobson

February 9, 2010

What is Evaluation?

- Determining **merit, worth, or value** of “something”
- Collecting information systematically about all aspects of a program/project to **improve** it and **make informed decisions** about it
- Addressing the discrepancy between how things are and how we want them to be
- Using what is learned about a program to **make it better**

Evaluation is LEARNING

and

APPLYING the Learning

Why Evaluate?

- To measure quality and to improve quality
- To help prioritize resources
- To improve program planning and delivery
- To increase knowledge
- To increase **ACCOUNTABILITY**

Step #1

**Decide What To
Evaluate**

Evaluation Answers Important



- How effective is this program/project?
- What aspects of the program/project are working well? Which are not?
- Are we doing the right activities to reach our goals?
- To what extent did the program/project meet its goals?
- How are participants benefiting from the program/project?

Step #2

**Find and Use the
Right Tool**

Information Collection Tools



- Observation
- Document Review
- Interviews
- Focus Groups
- Surveys and Questionnaire

- Town Hall Meetings
- Other Large Group Events
- Case Studies
- Illustrated Presentations
- Skits, Dramatizations

Some Great Evaluation Resources

Community Tool Box (KU) www.ctb.ku.edu/tools/

U of Wisconsin - Extension www.uwex.edu/ces/pdande/evaluation/

Kellogg Foundation www.uwex.edu/ces/lmcourse/

Bay Area Environmental www.peecworks.org/

Kellogg Eval Manual www.wkkf.org/Pubs/Tools/Evaluation/Pub770.pdf

Aspen Institute www.aspeninstitute.org/

Participatory Evaluation (CA) www.phac-aspc.gc.ca/index-eng.php

Robert Wood Johnson www.rwjf.org/files/publications/