

A Nonprofit Executive Leadership Certificate Course
The Fund Raising School & the O'Neill School of Public and
Environmental Affairs Indiana University

Program Evaluation for Mission Impact

Course Introduction

Program evaluation is currently a major focus of public and nonprofit agencies. Donors and grant agencies are increasingly calling for evidence that their resources are being used effectively and efficiently. Program evaluation helps organizations determine the impact of their services and whether their programs are producing the intended results. This course examines the rationale for program evaluation and the methods by which programs are evaluated. The course also begins to explore techniques of effective evaluation and analysis.

Course Objectives

By the end of this course, participants will be able to:

- Define program evaluation and explain the role program evaluation can play in furthering an organization's goals.
- Distinguish between formative and summative evaluations and identify the specific types of program evaluation.
- Develop a program logic model with clearly defined concepts.
- Know the differences and similarities between qualitative research and quantitative research as they relate to program evaluation.
- Distinguish performance measurement from program evaluation and identify the basic components and issues in performance measurement.
- Describe ethical considerations in conducting program evaluation.
- Identify some basic data collection techniques and describe some analysis and forecasting techniques.
- Identify the major issues and challenges associated with program evaluation.
- Discuss the reporting of evaluation results, including guidelines and tips for reporting results, common errors and complaints in evaluation reporting.
- Critically analyze the strengths and limitations of program evaluation designs.
- Begin to design an evaluation of an organization's programs.

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Agenda

Day 1

- 8:30-10:00** Introductions, Identifying session goals, Defining program evaluation goals and types
- 10:00-10:15** Break
- 10:15-11:30** Conceptualization, operationalization and measurement, The logic model
- 11:30-12:30** Lunch
- 12:30-2:00** Research design for program evaluation, Causation
- 2:00-2:15** Break
- 2:15-4:30** Experiments and surveys

Day 2

- 8:30-10:00** Sampling, Qualitative vs. quantitative approaches; Performance measurement
- 10:00-10:15** Break
- 10:15-11:30** Ethics, Reporting evaluation results; Limitations & related issues
- 11:30-12:30** Lunch
- 12:30-2:00** Data analysis and forecasting; Cost-benefit analysis
- 2:00-2:15** Break
- 2:15-3:45** Participant presentations of evaluation designs
- 3:45-4:30** Wrap-up and closing discussion