



FUNDAMENTALS OF EVALUATION

Evaluation is the **systematic assessment** of the design, implementation or results of an initiative for **the purposes of learning or decision-making**.

[What is Evaluation? | evaluationcanada.ca](http://evaluationcanada.ca)

Key Concepts

Merit: The intrinsic properties of the program are good.

Worth: The program has value in a specific context.

Significance: The potential importance, uniqueness, or influence of a program.

Logic of Evaluation

- Establish criteria of merit
- Construct standards of performance
- Measure performance and compare standards
- Synthesize and interpret data for conclusions

Phases of Evaluation

PHASE 1 Planning and Design

Clarify the purpose, stakeholder involvement, and governance and management structures

PHASE 2 Implementation

Execute the evaluation plan with continued attention to ethical principles and meeting allotted time and budget

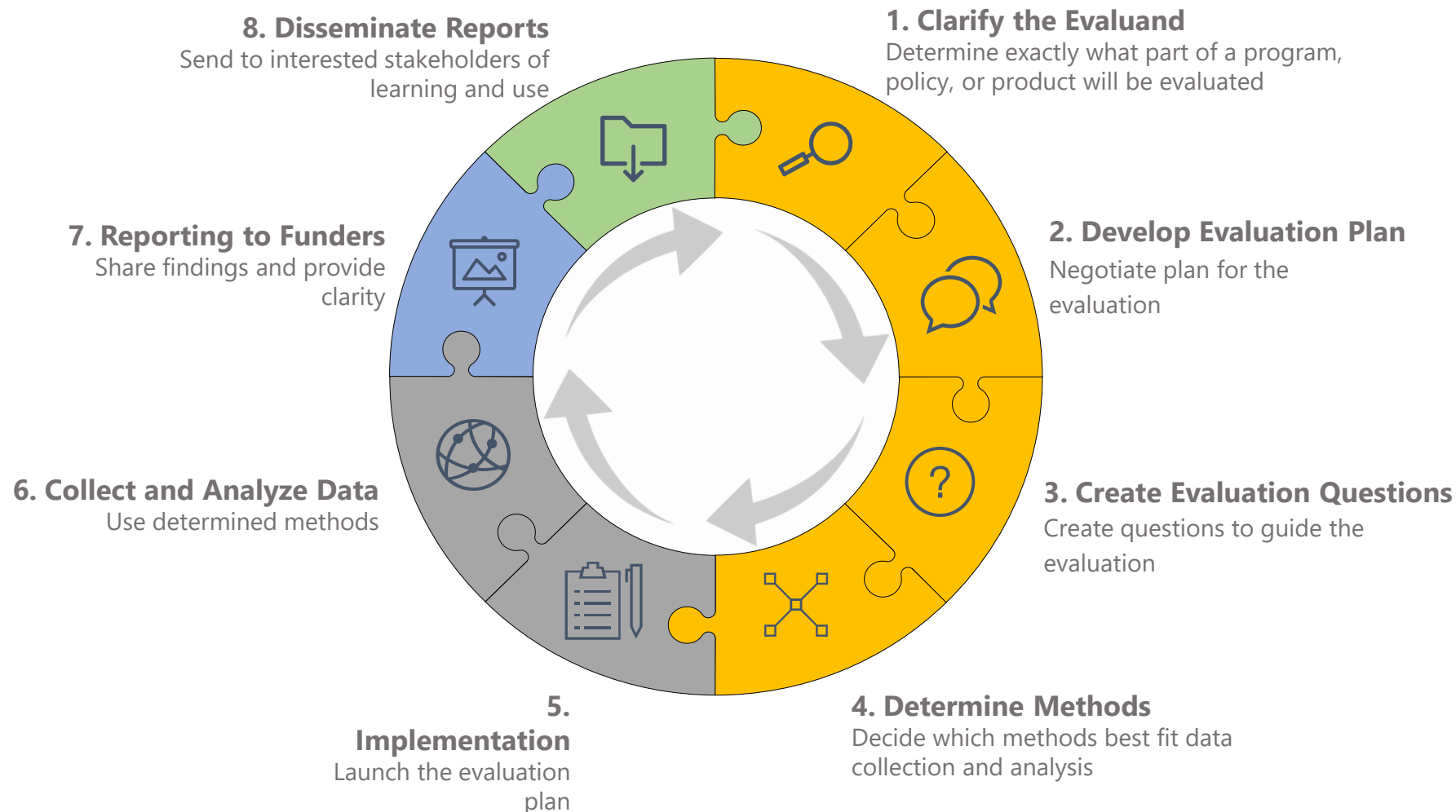
PHASE 3 Reporting

Intermediate reporting on methods, potential changes, incorporate stakeholder comments, and acknowledge limitations

PHASE 4 Use and Learning

Final reporting on findings with evaluative assessments and recommendations for action items

The Process of Evaluation



<https://wmich.edu/evaluation/checklists>



<https://www.betterevaluation.org/>



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