
PROJECT EVALUATION AND ASSESSMENT

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- Design
- Goals and Objectives
- Quantitative Methods
- Qualitative Methods
- Integration of Results:
Making Changes and
Planning the Next
Phase



I. Design

- A. Include statement of the problem, activities, goals and objectives
- B. Describe present and changed conditions; what is the impact?



Design



C. Describe data collection and analysis

1. Why instruments were chosen?

2. Who does collection and analysis?

D. How will the impact be shown/known?

Example:

Formative Evaluation for Media Campaign Addressing Drugs on Campus

- ▶ monthly meetings to review objectives and to assess progress
- ▶ outside evaluator will assess progress and recommend changes annually

Summative Evaluation

Project objectives:

Assess and analyze need

Develop peer education program

Demonstrate impact of media campaign

Extend program to community

Expand existing programs

Improve referral system

Write a short statement explaining

the formative evaluation of the objectives

the summative evaluation of the objectives

the impact

II. Goals and Objectives

- A. Difference between goals and objectives
- B. State clearly and affirmatively
- C. What will be measured?



Example

Goals and Objectives

Goal: To reduce drug and alcohol use at the College by coordinating present efforts and increasing their impact

Objectives:

Assess and analyze need

Develop peer education program

Demonstrate impact of media campaign

Extend program to community

Expand existing programs

Improve referral system

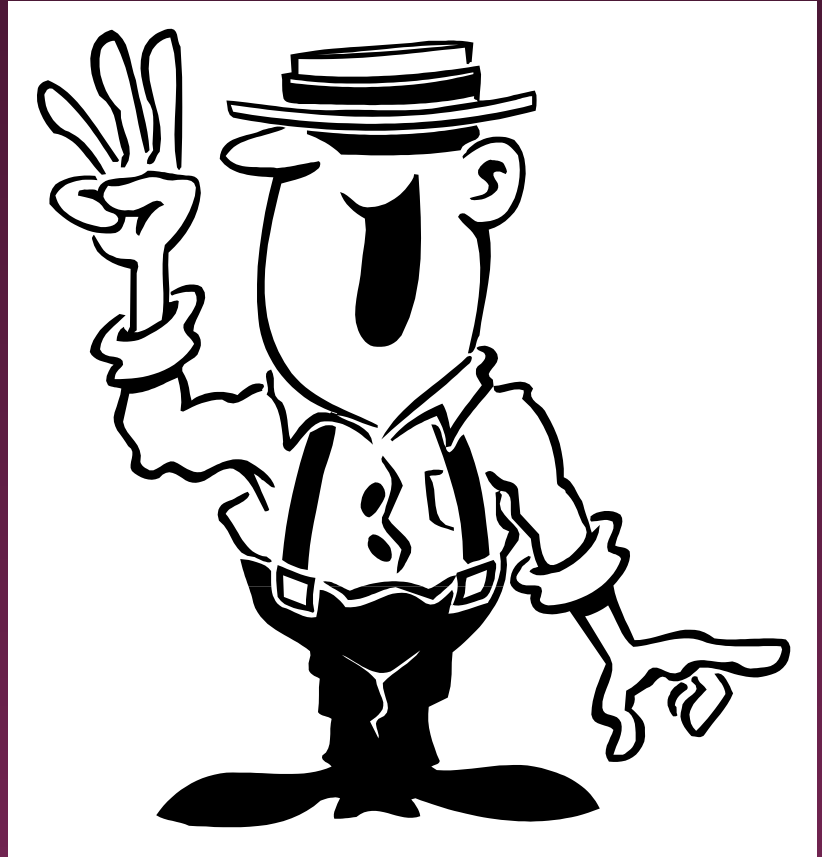
Exercise

Goals and Objectives

Choose two objectives and expand the descriptions for each.

III. Quantitative Methods

- A. Define
- B. Specific analytical methods
- C. Pros
- D. Cons



Example

Quantitative Methods

The following is a rather weak example:

“...will survey existing programs, meet with key groups....”

Exercise

Quantitative Methods

Using one or two of the objectives, write a more specific evaluation statement.

For example, specify the types of data which will be collected, from whom and by whom.

IV. Qualitative Methods



- A. Define
- B. Specific analytical methods
- C. Pros
- D. Cons

Example

Qualitative Methods

“...to ensure that a process is established whereby at monthly meetings, project objectives will be reviewed and progress assessed....”

Exercise

Qualitative Methods

Using one or two of the objectives, write a more specific evaluation statement.

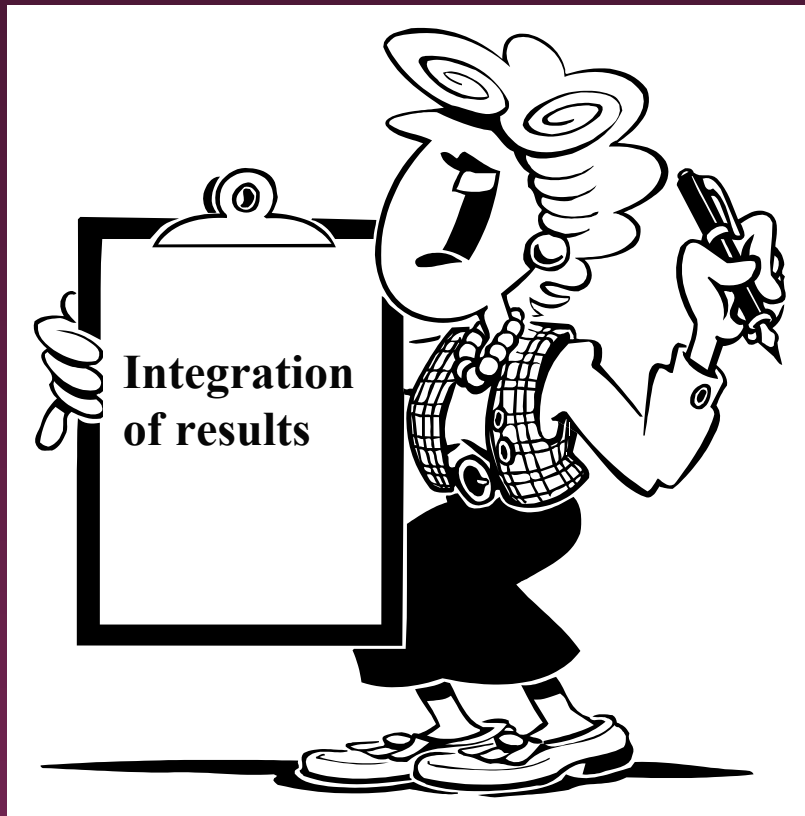
For example, specify the ways in which will be collected and described, from whom and by whom.

V. Integration of Results

Making
Changes --
Planning the
Next Phase



Integration of Results



- A. Cost-Benefit Analysis
 - 1. Method or Activity
 - 2. Estimated Cost
 - 3. Numbers Served
 - 4. Cost per Client
 - 5. Advantages and Disadvantages of the Method

Integration of Results

- B.** Unexpected or Unintended Outcomes
- C.** Social and Political Consequences
- D.** Summary of Results
- E.** Recommendations



Example

Integration of Results

“... The College plans to merge this project with the Freshman Orientation Program....”

Exercise

Integration of Results

Choose one or two of the components just discussed. Write a short statement using those with this example.

Congratulations !

