

Key Definitions

Community Based Research: is a term that refers to a variety of efforts to apply research tools and strategies to the task of building communities. Community based research can take many forms, including needs assessment, environmental scans, etc...

Program Evaluation: one form of community based research. It focuses on the study of community interventions, their processes, outcomes, and the context.

Outcome Evaluation: is one type of program evaluation in which 1. outcomes objectives for activities are identified 2. success in research objectives is measured, and 3. best practices are identified and 4. recommendations for improved result.

Activities: concrete things done within our program that are directly related to client or program/organizational targets.

Short-term Outcomes: immediate changes we expect to see as a direct result of the work done within the organization.

Long-term Outcomes: more distant benefits or changes we hope to contribute to by achieving our shorter-term outcomes objectives.

Evaluation Questions: the important questions needed to be asked by the program/organization to assess the attainment of the short-term outcome objectives.

Indicators: the empirical/observable pieces of information collected that can determine the extent to which our outcomes objectives are being achieved.

Data Collection Strategies: the methods used in the collection of data (e.g. surveys, focus groups, interviews, etc).

Recording Methods: the ways in which we will record the data collected (e.g. audio-recording, hand-written notes, etc.)

Data Analysis Strategy: the ways in which the data is collected and analyzed (e.g. themes in Word, SPSS, etc)

Critical People (in the evaluation)

- Who is responsible for ensuring the success of this evaluation?
- Who is responsible for implementing day-to-day evaluation details?
- Who must co-operate with the evaluation in order for it to be implemented successfully?
- Who will analyze the data when it is gathered?