

Types of Evaluation Questions

Process Questions

0. Are designed to generate detailed information about what program participation is like for people.

Example: What is it like to work as a volunteer in our program?

Outcome Questions

1. Focus on the kind of difference a program has made in the world.

Example: In what ways are the social networks of participants affected by our friendly visiting program?

Implementation Questions

2. Focus on the degree to which a program is actually functioning the way it was intended to function.

Example: Is our program reaching the most isolated people in our community?

Cost Questions

3. Deal with the resources that are expended in the process of delivering the program.

Example: What is our total cost per unit of service delivered, including volunteer time?

Effectiveness or Efficiency Questions

4. Ask whether the program is the best way to achieve a given outcome.
5. Often involve comparisons among different kinds of programs, and draw on answers to cost questions and outcome questions.

Example: Under what circumstances is our adult day program a more appropriate and cost-effective option than in-home respite?

Exploratory/Confirmatory Questions

0. Open ended questions about some aspect of a program about which little is known

0. Example: What kind of impact, if any, does the program have on the stress levels of family members? (exploratory)

1. Focus on proving or disproving a particular opinion about the program.

1. Example: Have family members of program participants experienced predicted reductions in stress as a result of the respite offered by the program? (confirmatory)

Sample Indicators

Outcome: Increased community awareness of services

- estimated reach of direct public awareness/publicity campaigns (# of posters, circulation of newspaper)
- # of calls requesting information about service
- reports from callers about where they heard about the service
- change over time in # of referrals to services
- change over time in % of referrals that are self-referrals
- community members' self-reported awareness of available services
 - parent self-reports of awareness
 - service provider self-reports of awareness
- # of new clients receiving services
- % of respondents who can identify services that are available

Outcome: Increased community participation in service planning and delivery

- # of hours of volunteer time contributed to project (change over time)
- # and diversity of volunteers
- # and diversity of donors
- value of cash and in-kind contributions to the agency or program (change over time)
- # of items about the program in the media
- project staff/volunteer assessment of level of community participation in service planning/delivery
- project staff/volunteer assessment of the extent to which residents' views have effect on specific outcomes
- participants' opinions about the extent to which their views have effect on specific outcomes
- participating residents' views on the positive/negative effects for them of being active participants
- # of voluntary and community organisations functioning in the specified locality
- # of new community-based initiatives emerging

Outcome: Increased Social Support

- client feelings of social support
- client self-report of change in feelings of social support as a result of participating in program activities
- density of clients support networks
- self-reports of strength of relationships
- service provider observations on number and quality of relationships
- Self-reports on changes in number and quality of supports and relationships.
- Staff observations on changes number and quality of supports and relationships.
- Participant self-report of the degree to which they have someone to confide in, someone they can count on in a crisis, someone they can count on for advice, and someone who makes them feel loved and cared for.
- Self-reports of frequency of meetings with others, solitude during free time, satisfaction with social life