**Introduction to Program Evaluation**

**University of North Carolina**

**School of Government**

**Professor Maureen Berner**

**Welcome!**

This one-day, online course is for local government and community-based non-profit professionals. It provides a broad overview of evaluation of public services and programs through five key stages. At the end of the course, I hope you will understand the basics of what is involved in evaluating programs, from understanding the potential audience, to the data, steps and analysis involved, to how results can be communicated quickly and effectively.

Evaluation is a broad field. While we may touch on these issues, we will not cover how evaluation work evolved in recent history, sector differences (public, private, non-profit), special approaches to evaluation (participatory, collective), detail on the analytical/research methods used, or ethical issues in evaluation. However, I would be happy to help answer any questions around these issues or advise you on evaluation projects as part of my work at the School of Government.

Throughout the workshop we will be referring to your own situation. You will be asked to apply the ideas to the program, policy or process *you* want to evaluate in *your* own organization. The goal of the workshop is to let you leave with a solid ‘take-away’ of how to plan or improve your evaluation work. I hope it is helpful to you and your organization.

I love to teach this class and engage with people who wish to simply know, “Did it work?” I look forward to getting to know all of you soon.

* Maureen Berner

Professor Berner holds a Ph.D. in Public Policy Analysis from the LBJ School of Public Affairs at the University of Texas-Austin. She began her career working with the U.S. Government Accountability Office in Washington, D.C. in 1990 and has led and advised numerous evaluations at the federal, state and local levels. She teaches research methods in UNC-CH’s MPA program and has published on issues related to the economic fragility of American households, particularly as seen through the lens of food insecurity, and the programs meant to address it.