

**Introduction to Program Evaluation:
Defining and Measuring Success
Workshop
Agenda
Friday, December 17, 2021
10:00-3:30**

This course is offered in a one-day session Friday, December 17, 2021. This course provides training on evaluating public services and programs. At the end of the course, participants will understand and be able to describe what program evaluation is, how it focuses on success understood in different way – short-term to long-term impact.

Throughout the workshop we will be referring to your own situation and 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 start your evaluation planning.

10:00-11:30 Overview: What is Program Evaluation?

We will start with an introduction to the language of program evaluation, and how this type of analysis is a complement to, but different from, performance measurement and financial auditing. We'll brainstorm the program, policy or process that you can use as a personal working example through the course of the day.

11:30-12:00 Lunch Break

12:00-2:00 What Information do you need to help someone make a decision?

This session will focus on identifying the audience, stakeholders, and most importantly, the general question the evaluation will hope to answer. What issue is prompting you to be here? What would you like to know?

2:00-2:15 Break

2:15-3:15 Brain-storming evaluation designs that could provide that information

This session will take the evaluation question you choose and focus on at least two different ways it could be answered.

3:15-3:30 Next Steps and Wrap Up