

Needs Assessment
 Identify & validate
 • Needs
 • Goals
 • Gaps between **ACTUAL** and **DESIRED**

Our target population has a **DEMONSTRATED NEED**
 "We don't have..." "We want to..."
 "We lack..." "Help."
 "Help!"

Org Self Assessment
 What resources do we have?
 • Time?
 • Skills?
 • Staff?

We make a **PLAN**
 • Research
 • Data
 • Evidence

Literature Review
 What works?
 • What are other people doing?
 • Can we do that?
 • Theory of Change
 • Logic Model

Process Evaluation
 What's happening?
 • Who, what, when, where, why, how...

We do things
 • **STRATEGIES**
 • **ACTIVITIES**
 • **TASKS**

Implementation Evaluation
 How well are we doing what we said we'd do?

Formative
 How are we doing so far?

So that we can realize our
OBJECTIVE →
OBJECTIVE →
OBJECTIVE →
OBJECTIVE →
OBJECTIVE →

We do some more things
 • **STRATEGIES**
 • **ACTIVITIES**
 • **TASKS**

Formative
 Can we improve?

Ongoing Assessment
 Process, Context, Gaps, Implementation...

So that we can achieve our

Ongoing Assessment
 Process, Context, Gaps, Implementation...

OUTPUT GOALS
 • Numbers
 • Things
 • Artworks
 • Materials
STUFF!

OUTCOME GOALS
 • Knowledge
 • Skills
 • Impact
 • Valuing
CHANGE!

Impact Evaluation
EFFECT on participants

Performance Evaluation
 Results relative to **INDICATORS**

Outcomes Evaluation
 Compare **ACTUAL** to **DESIRES**

Summative
 Did it work?
 • Why or how did it work?
 • Were we effective?