Introduction to Program Evaluation
June 12, 2025 / 8:30 a.m. – 5:00 p.m.

Sponsored by the UNC-Chapel Hill School of Government

This online workshop is for local governments, providing a broad overview of program evaluation facilitated by the School of Government's Dr. Maureen Berner. This course is a primer on evaluating proposed and existing programs for local governments and discerning their efficacy and viability within a community.

Throughout the one-day workshop we will refer to your own situation and you will be asked to apply the ideas to the program, policy or process you have, or are in the process of evaluating in your own organization. The goal of the workshop is to let you start with an idea and leave with a jump start on your final report. https://www.sog.unc.edu/courses/introduction-program-evaluation

CE Credit: 6.75 Hours of NCLGBA or CLGBA Credit

8:30-10:30   **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.

10:30-10:45   Break

10:45-12:15   **How is Your Program, Policy, or Process Supposed to Work?**

The first step in setting up an evaluation plan of your own is understanding exactly how the program is supposed to work in theory. This is also called a logic model or theory of change. It helps us focus on where and what to include in the evaluation.

12:15-1:15   Lunch Break

1:15-2:15   **Main Steps of Making an Evaluation Plan**

We'll use national model used by the U.S. Government Accountability Office (GAO) to walk through a typical evaluation plan.

2:15-4:00   **Bringing It on Home: Brainstorming an Evaluation Plan**

This session will involve hands-on application of the information presented to a program in the participant's own jurisdiction, using the GAO model. This will involve group work, discussion, and presentation by the participants.

4:00-5:00   **Communication Evaluation Results**

This final session will involve critiquing some evaluations, identifying what is desirable (and not so desirable!) in evaluation reports.