Introduction to Program Evaluation Workshop
Agenda
December 3, 2024

Throughout the day 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 have you leave with the information you need to start drafting an evaluation plan.

9:00 –10:15 **Welcome and 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.

What Information Do You Need to Help 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 do you need to know to address your problem or make a decision?

10:15-10:30 Break

10:30-12:15 **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.

12:15-1:00 Lunch Break

1:00-2:15 **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.

2:15-2:30 Break

2:30-3:50 **Bringing It on Home: Brainstorming an Evaluation Plan in your Own Jurisdiction**

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 and reflection.

This time will include a short break

3:50-4:00 **Wrap-up**