

# EVALUATION DESIGN MENU

## Preliminary Decisions

### Hypothesis

- Predict outcome based on intentions and assumptions
- Determine independent and dependent variables

### Evaluation Question

- Exploratory – explore an issue
- Confirmatory – confirm hypothesis and predictions

## Evaluation Planning

### Measurements & Indicators

- Develop a logic model
- Determine program benchmarks and indicators
- Develop evaluation plan

### Evaluation Design Types

- Needs Assessment – understand client needs
- Formative – helps develop and form a new program
- Process – monitor program activities
- Outcome & Impact – know what difference the program made
- Cost Effectiveness – compare the cost of 2 similar programs
- Cost Benefit Analysis – find cost per unit
- Satisfaction – satisfaction level of clients and stakeholders

### Number of Groups

- Single System – one client in study
- Group System – 2 or more groups

### Evaluation Design Rigor

- Pre-experimental – no comparison group
- Quasi-experimental – comparison or control group but no randomized selection of participants
- Experimental – control or comparison group with randomization

## Data Collection

### Sampling Method – Participant Assignment

- Nonprobability Designs – snowball, typical case, deviant case, convenience, maximum variation, negative case, purposeful, quota
- Probability Designs – simple random, systemic random, stratified random, cluster random

### Data Collection Tool

- Survey
- Focus Group
- Data extraction
- Key stakeholder interview
- Observation
- Literature review

### Type of Instrument

- Standard – instrument has already been created and tested
- Custom – evaluator created the tool

### Type of Variables

- Quantitative – nominal, ordinal, interval, ratio
- Qualitative – categorical measurement with language description
- Mixed methods – mixture of qualitative and quantitative variables

### Frequency of Data Collection

- Baseline or pre-assessment – before the intervention or program
- During intervention – while the program is operating
- Post-intervention – after the intervention or program has ended
- Longitudinal (over a longer period of time)

## Data Analysis

### Select a Statistical Test

- Descriptive – frequency distributions, central tendencies
- Inferential – t-test, ANOVA, correlation, regression, chi square