



BUSINESS RETENTION &
EXPANSION INTERNATIONAL

Business Retention and Expansion

Program Evaluation

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Is Evaluation Important?

- ▶ Why would a BR&E visitation program be interested in evaluation?
- ▶ What factors could indicate whether or not a program is successful?
- ▶ Why would demonstrated program success be important to the future of the program?
- ▶ What stakeholders would be interested in the documented success of the program?

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Four Components of Evaluation

- ▶ Utility – How useful is program evaluation to you and your stakeholders
- ▶ Feasibility – How practical is evaluation for a program?
- ▶ Propriety – How appropriate is evaluation for those who are involved?
- ▶ Accuracy – How accurate is program evaluation and the information it conveys?

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Source: Ways to Improve the Quality of Your Program Evaluations. University of Wisconsin Extension. www.uwex.edu/ces/pdande/resources/pdf/Tipsheet9.pdf

Utility

- ▶ **State your purpose clearly** – Describe the reasons you are doing the evaluation
- ▶ **Consider your audience(s)** – Describe the users of the evaluation and the type of information they require and find credible
- ▶ **Communicate your findings** – Develop a plan to share information and how you can increase the chances that the information will be used
- ▶ **Provide value to stakeholders** – Draw a connection between the evaluation and how it provides useful information. Does it provide new information or confirm previous information?

▶ 4

Feasibility

- ▶ **Show practicality** – Show that the evaluation does not disrupt the program and that it can be implemented given existing costs, resources and the situation
- ▶ **Consider political viability** – Predict political contingencies or consequences that might affect the evaluation's implementation or the misuse of its results.
- ▶ **Calculate costs relative to benefits** – Determine whether the value of the evaluation output can be justified with regard to its costs.

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Propriety

- ▶ **Respect people and their rights** – Demonstrate honesty, ethical practice and respect for human dignity in the choice of evaluation plan, methodology and result use.
- ▶ **Disclose evaluation findings properly** – Develop a plan for the effective communication of findings to the persons involved in or affected by the evaluation.
- ▶ **Assess completely and fairly** – Examine the strengths and weaknesses of the BR&E program so that your evaluation information can be used to strengthen it.

▶ 6

Accuracy

- ▶ **Describe the program's implementation** – Document the program clearly
- ▶ **Explain evaluation procedures** – Describe the evaluation questions in detail so that the evaluation program could be replicated
- ▶ **Demonstrate defensible information sources** – Describe sources of information in detail to determine their appropriateness
- ▶ **Ensure valid and reliable information** – Describe the sources of information in detail so that appropriateness can be determined

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Accuracy (continued)

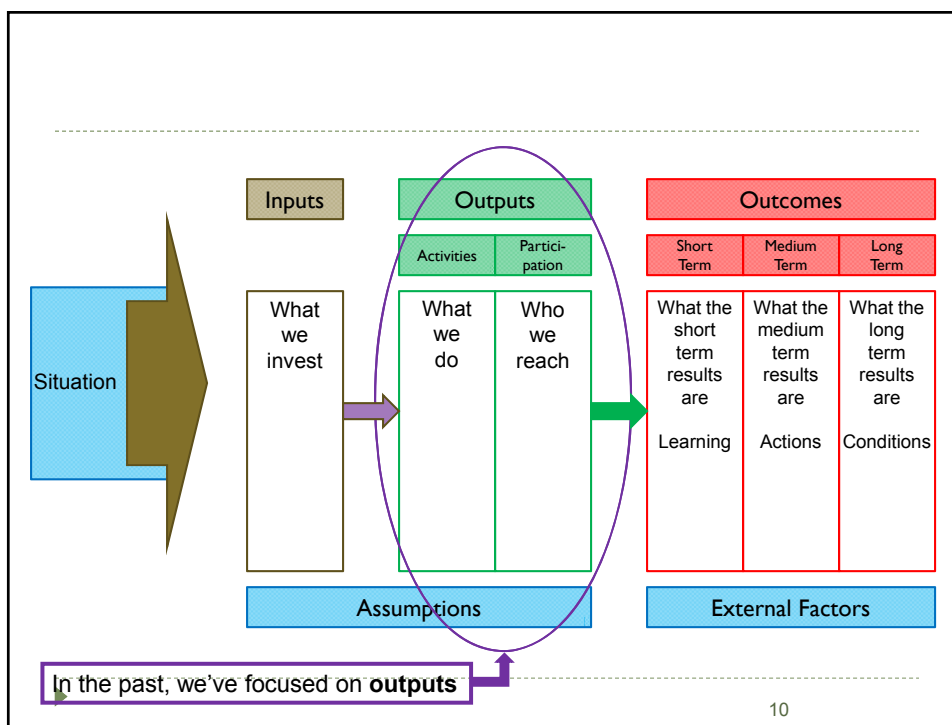
- ▶ **Use appropriate analysis** – Analyze the data in an appropriate and correct way.
- ▶ **Draw justified conclusions** – Link the interpretation to the data. Consider alternative explanations for documented program outcomes. ***Do not draw generalizations beyond what your evidence can support!***
- ▶ **Report impartially** – Only communicate evaluation findings, not feelings, opinions or biases.

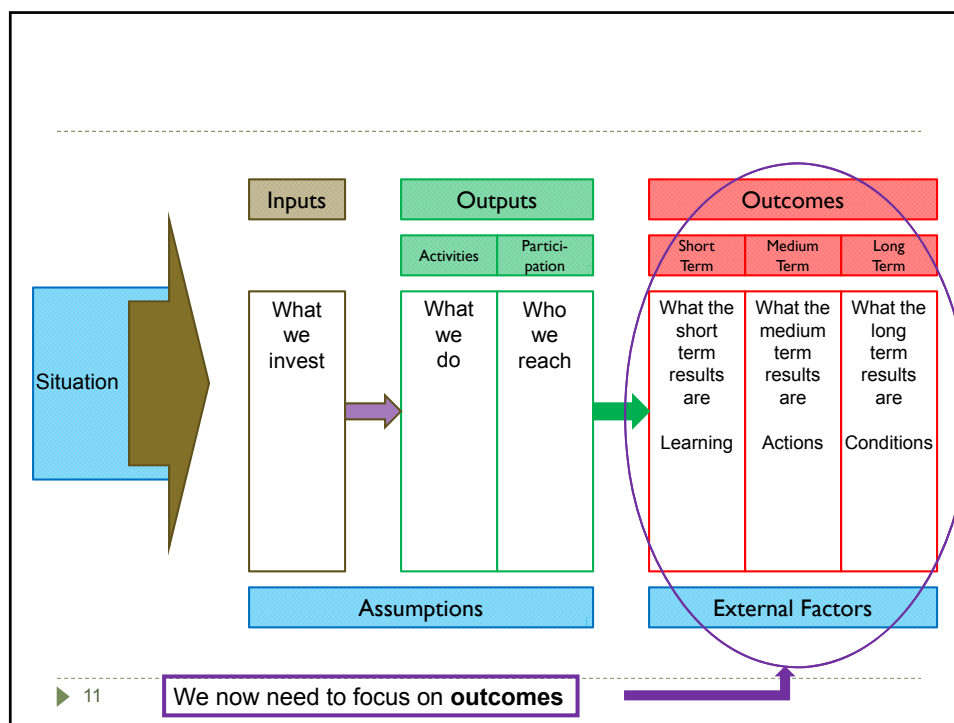
▶ 8

Program Evaluation Structure

- ▶ The logic model is a picture of a program in response to a given situation
- ▶ Demonstrates the logical relationships that take place among the:
 - ▶ Resources that are invested
 - ▶ Activities that take place
 - ▶ Benefits or changes that may result
- ▶ Provides an underlying rationale of the program or initiative
- ▶ Core of program planning, evaluation, program management and communications
- ▶ <http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html>

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SMART GOALS

- S – specific/measurable
- M – motivating
- A – attainable
- R – relevant/rigorous
- T – trackable/time bound

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