Why Evaluate?

☐ To find out what's working and what's not.

☐ To improve staff effectiveness.

☐ To show what you're doing and the positive outcomes/impacts that result.

☐ To add to the existing knowledge base about what works.

☐ To advocate for additional funding.

☐ To fulfill funding requirements.

Common Concerns

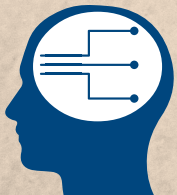**Evaluation diverts resources away from the program...**

But, without evaluation, you may provide services that have little or no impact.

Evaluation is a burden...

But, if you identify ways to improve the program, efficiency will likely increase.

Evaluation is complicated...

But, the evaluation process itself reflects what most program managers already do informally.

Evaluation may produce results that make the program look bad...

But, knowing what is not working offers the opportunity to make improvements.

Evaluation is another form of monitoring...

But, evaluation asks whether the program is successful, monitoring asks whether operating standards are met.

Evaluation requires setting performance standards...

But, programs that do not have enough information to establish standards, which is most programs, use evaluation to measure significant change.

Infographic based on The Program Manager's Guide to Evaluation 2nd Edition
http://www.acf.hhs.gov/sites/default/files/opre/program_managers_guide_to_eval2010.pdf

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