

TYPES OF EVALUATION

TIP SHEET

Process Evaluation: Assesses whether the program was implemented and provided services as intended. It compares what was supposed to happen with what actually happened. Process measures participation levels, “dosage and frequency,” staffing, and other factors related to implementation. In other words, process evaluation describes the “inputs” to the delivery of services: such as “who,” “what,” “where,” “how many” and “how much.”

Formative Evaluation: Is used for the purpose of continuous program improvement (continuous quality improvement). Formative evaluation addresses questions of client satisfaction and reported usefulness of the program for clients.

Outcome Evaluation: Measures the “effectiveness” of the program for changing the targeted attitudes, knowledge, values, skills and behaviors of participants and the extent to which a program achieves its outcome-oriented objectives. It answers the question: what benefits/changes occurred to people as a result of your program’s efforts? Outcomes can measure changes in the short-term, intermediate-term and/or long-term.

Impact Evaluation: Focuses on the broad, long-term results of program activities; measures progress in achieving the program’s goals. Requires a time period longer than one or two years. For example, an impact evaluation could address changes in crime rates, age of initiation of AOD use, etc.