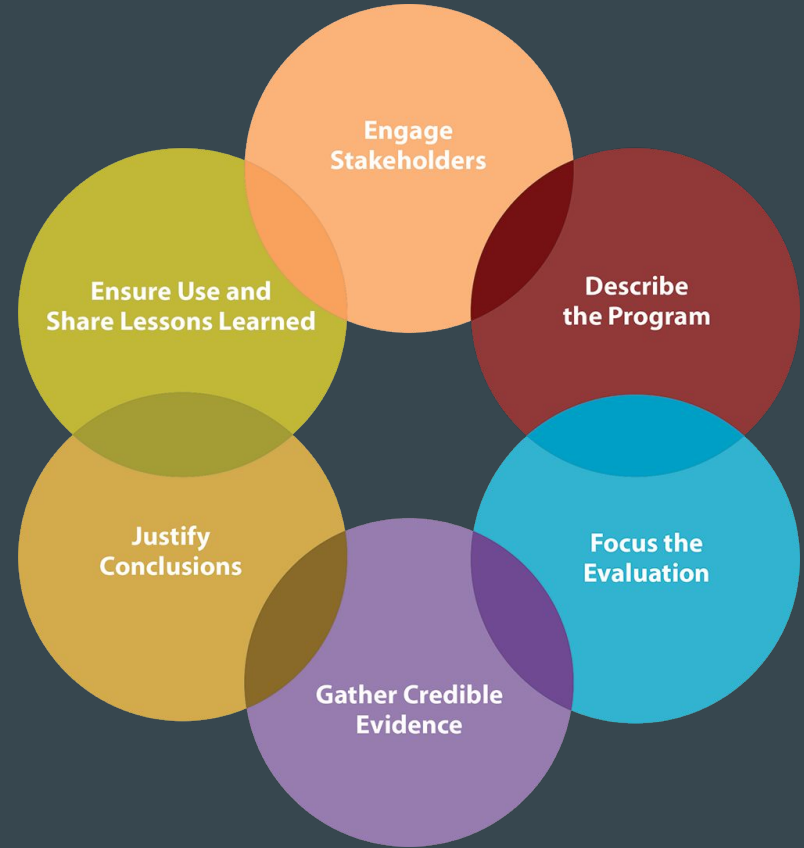# PROGRAM EVALUATION

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Presented by Cameron Wadstrom & Carrissa Wijaya
IBACH

PROGRAM EVALUATION

Evaluation is a process that involves collecting and analyzing information about a program's activities, characteristics, and outcomes. Its purpose is to make judgements about a program, to improve its effectiveness, and/or inform programming decisions.

WHY IS EVALUATION IMPORTANT?

- More support for GSA programs
  - Funding
  - Community
  - Political
- Helps you see that you are meeting program goals

HOW DO YOU START?

You can start by checking to see if your goals meet the **SMART** rubric

- **S** — **Specific:** State exactly what you want to accomplish (Who, What, Where, Why)
- **M** — **Measurable:** How will you demonstrate and evaluate the extent to which the goal has been met?
- **A** — **Achievable:** stretch and challenging goals within ability to achieve outcome. What is the action-oriented verb?
- **R** — **Relevant:** How does the goal tie into your key responsibilities? How is it aligned to objectives?
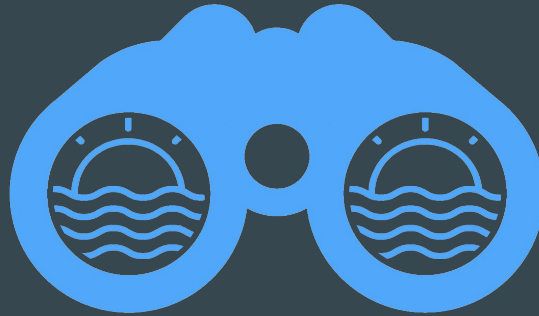- **T** — **Time-bound:** Set 1 or more target dates, the "by when" to guide your goal to successful and timely completion (include deadlines, dates and frequency)

EVALUATION TOOLS

SURVEYS

OBSERVATION

FOCUS GROUPS

For more information, please visit this link : (please add link to GSA Adviser Training website that has more info on extra eval tools)