



# PROGRAM EVALUATION

Evaluation is a process that involves collecting and analyzing information about a program's activities, characteristics, and outcomes. Evaluation helps improve program effectiveness and/or inform programming decisions.

## WHY SHOULD YOU EVALUATE YOUR GSA PROGRAMS?

More support for  
programs - funding,  
political, and  
community

Helps you see  
that you're  
meeting  
program goals

## WHERE DO YOU BEGIN?

You can start by ensuring that your goals are **SMART**



### SPECIFIC

Goals are focused, and identify tangible outcomes and targets.



### MEASUREABLE

Clearly define what success means and how you will measure it.



### ATTAINABLE

Goals should be realistic. Reflect on barriers. Consider steps to achieve goals.



### RELEVANT

Do goals align with your values and values of those served?



### TIME BOUND

Every goal should have a target date, and realistic timeline for achieving the goal.

