

A Menu of Assessment Activities

Needs Assessment (pre-program development):

- What is the scope of the problem that that our program intends to address?
- How is the need distributed geographically or demographically within our target area?
- What types of information or services are needed and where?
- What approaches are most effective to address this problem within this region or demographic?

Assessment Readiness (pre-assessment planning):

- Is there a clear statement of what the program intends to achieve in terms of outcomes?
- Are program activities clearly related to the intended outcomes?
- Are the intended outcomes realistic and attainable?

Assessment Emphasis:

Formative Assessment: Formative assessment involves collecting data and making judgments about the merit or worth of the design or outcomes of a program or service for purpose of program improvement.

Summative Assessment: Summative assessment involves collecting data and making judgments about the merit or worth of the design or outcomes of a program or service for the purpose of making program decisions.

Process

- Are the resources allocated as intended (in the program plan, grant proposal, etc.)?
- Are the resources allocated sufficient to deliver the program or service as intended?
- How much time and money were spent to deliver the program or service?
- Are the (materials, services, curricula, instruction, etc.) being developed and delivered as intended?
- Are the (materials, services, curricula, instruction, etc.) of high quality?
- Is the program managed effectively?
- How many individuals participated in the program?
- Did the program reach the population that it was intended to reach?
- Are those who participated satisfied with the program?

Outcome

- Did the program produce intended changes in or have unintended consequences for knowledge, behavior, attitudes, or feelings (short-term outcomes) that are the immediate result of participation in activities?
- Did the program produce intended changes or have unanticipated effects on behaviors, practices, actions, or choices (intermediate-term outcomes).
- Did the program produce intended changes or have unanticipated consequences for conditions affecting persons, organizations, or society (long-term outcomes or impacts)?
- How does the program compare to others designed to address the same conditions in terms of effectiveness and efficiency?
- Was the value of producing outcomes at the level achieved worth the resources invested in the program?