**Fall 2019**

Assignment #4 Guidance

Program Evaluation Plan

Purpose

The purpose of this assignment is to develop a thorough understanding of the program evaluation process, which is important for health care leaders responsible for describing, explaining, and justifying the quality, effectiveness, and value of health programs, projects, policies, and services.

Course Objectives

This assignment aligns with the following objective:

1. Create an evaluation plan for a health, clinical, organizational, or educational program, including data collection strategies for each indicator.

Assignment

For this assignment, you will identify a program to evaluate (in consultation with course faculty and capstone preceptor) and develop a comprehensive evaluation plan for future implementation.  The final deliverable is a paper and presentation.  Bulleted format is acceptable, but evaluation plan must include course readings and additional peer-reviewed sources, evaluation tools, data collection materials (e.g., surveys, interview guides) to support the design, methods, and evaluation plans. The comprehensive program evaluation plan should have the following components:

**Executive Summary (bulleted format)**: To allow for the creative, evolutionary process that is often part of developing a program evaluation plan, you may want to wait until after completing the rest of the evaluation plan before finalizing the executive summary. This is one page or less summary of the program and program plan.  Elements include:

1. Project Name
2. Definition (e.g., One sentence summary of project /improvement activity)
3. Program purpose
4. Why: Health or health system problem
5. Who: Population affected (higher risk groups/ subpopulations) and people targeted by program
6. Where: Setting(s)
7. What: Services/program activities will be provided
8. When: Timing for providing services/activities
9. Outcomes: What do you intend to change, include measurable targets if known

**Program and Evaluation Description (bulleted format):** Please include all of these elements, and develop your bulleted formatted items in enough depth so that the ideas you are communicating are clear.

* 1. Program model including program description, theories, goals, objectives, evaluation questions, questions most relevant to capstone, program activities and interrelationships, and program results.  Provide some information about the longevity of the program – new or how long has it been in existence.
     1. Logic Model with Description
  2. Rationale for Program Evaluation Plan
     1. Need (supported by data) and customer/organizational demand (who is interested/wants results)
     2. What do customers/organization want to understand (e.g., program processes, outcomes, program working as intended, cost-effectiveness)
     3. Literature review documenting relevant evaluations or research studies that provide the basis for evaluation design, questions, and methods
  3. Evaluation Context
     1. Describe information about the organization where the program/policy is located
     2. Relevance of the program to organization, local, state, or federal issues
  4. Stakeholders of the program and evaluation
     1. Key findings from stakeholder analysis
  5. Evaluation Design
     1. Choice and justification of evaluation design
     2. Single or multi-site evaluation
     3. Measures of outcomes of interest aligned with logic model outcomes/activities being tracked
  6. Methods/Activities
     1. Sample/sample size
     2. Data collection methods (e.g., quantitative and/or qualitative) and explain how methods will assist with addressing evaluation questions/goals and achieving outcomes.  Include data collection instruments/drafts in an appendix
     3. Methods to address threats to validity and reliability
     4. Anticipated costs/benefit of evaluation design
     5. Length of evaluation
  7. Resources and Conditions Necessary for Implementing Evaluation Plan
     1. What is needed to move evaluation forward (e.g, program staff support, external timing/funder considerations)
     2. What financial, material, and human resources are needed
  8. Limitations
     1. Limitations of the program evaluation plan and how you will overcome them
  9. Dissemination
     1. Discuss plans for communicating and utilizing evaluation findings
     2. Discuss how your project will inform policy