

MATCHING PROGRAMS AND EVALUATION TECHNIQUES

Logic Model	Bennett's Hierarchy	Definitions of Evidence	Examples of Outcomes (Impacts) & Outputs (aka indicators of success)	Evaluation Techniques	
O U T C O M E S	<i>End Results</i>	How much have clientele and others been helped, hindered or harmed by the results of changes in KASA and/or practices?	The amount of stream pollutants decreased by X%	Comparison Studies Matched Set Designs Field Experiments	
	<i>Behavior/ Practice Change</i>	How much have clientele applied or acted upon their acquired knowledge, attitudes, skills or aspirations?	Five program participants implemented, for at least one year, the new method taught	Time-Trend Studies Records of Practices Adopted Before/After Studies Case Studies	
	<i>"KASA" Change:</i>				Self-Rating Scales Questions/ Discussions Interviews (focus group, face-to-face, telephone) Pre/ Posttest Direct Observation Questionnaires Case Studies
	<i>Knowledge</i>	How much have clientele changed their awareness, understanding, and mental ability to solve problems?	Ten individuals improved their knowledge of the topic		
	<i>Attitude</i>	How much have clientele changed their interest in presented ideas or practices?	All participants have a positive attitude toward the topic		
	<i>Skill</i>	How much have clientele changed their verbal or physical abilities?	Twenty-five percent (25%) of the participants learned and performed a new method of...		
<i>Aspiration</i>	How much have clientele selected future courses of action or made decisions?	Half of those in attendance reported that they plan to use the information in this way:			

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O U T P U T S	<i>Reactions</i>	How much have clientele been attracted to activities and what is their involvement in these activities?	Seventy-five percent (75%) of those in attendance indicated positive reactions toward their program involvement	Ranking of Usefulness Ratings Interviews Observation End of Meeting Comments Checklists Hearings/ Review Panels
	<i>People Involvement</i>	Who has participated and how much? What have clientele done in learning situation(s) provided by the program?	Seventy-five people participated in the program	Participation Scales Attendance Records Leader Positions Committee Comments
	<i>Activities</i>	What kinds of information and methods were used in interacting with program clientele?	Five hundred brochures and two radio spots made people aware of the program	Amount of Media Exposure Number of Publicity Efforts Video Observation Programs and Activities
I N P U T S	<i>Inputs</i>	What kinds and amounts of personnel resources and other resources were expended on the programs?	Five program personnel and volunteers expended 36 hours	Number of Printed Materials Records of Cost, Time, Etc. Correspondence & Work Files

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