

TYPES OF EVALUATIONS

Evaluations that are incorporated as an integral part of ongoing program operations provide optimum benefits to managers, staff, and participants. Conducting an outcome evaluation will allow course owners/managers the opportunity to evaluate a program's success in attaining its expectations for students. Because there are various purposes for evaluating a program, there are different types of evaluation methods. There are different types of evaluation for training programs. In this issue, we will focus on the Outcomes Evaluation.

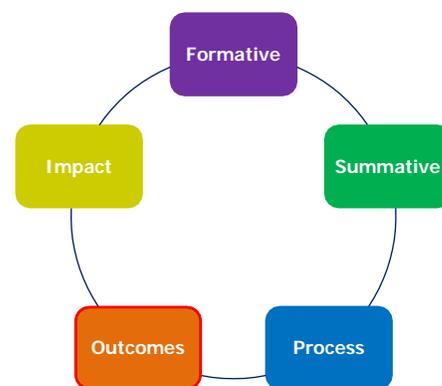
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PHD EDUCATION TIPS & TRICKS

OUTCOMES EVALUATION

Outcomes evaluation, also known as objective-based evaluation, is conventionally used during program implementation. Outcomes evaluation focuses on the changes in knowledge, attitudes, and behavior that resulted from the training activities. This type of evaluation generates data on the program's outcomes and to what degree those outcomes are attributable to the program itself and is conducted after the program has run for some period of time. The data is useful in measuring how effective the program has been and helps make it more effective in terms of delivering the intended benefits. Outcomes evaluation is conducted at benchmarked time period to measure outcomes against set targets. It also evaluates how much the program has affected the target population and clearly establishes the degree of benefit provided by the program. Reasons to conduct an outcomes evaluation would be to help program administrators determine whether a program is meeting its objectives. Another reason is insights from outcome-focused feedback can help increase effectiveness. Some questions to ask with outcomes evaluation include:

- Did participants report the desired change after the implementation of the program?
- What are the short or long-term results reported by participants?



We hope you have enjoyed some of the things we have learned!

We will continue to explore and research successful tools for training, educating and learning. Stay tuned for the next issue as we explore the **IMPACT** Evaluation

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