

**Course Syllabus**  
**PROG: Aligning Efforts to Outcomes: Effective Program Design and Evaluation**

**Week 1. Introduction to Program Design and Evaluation**

In Week 1 we will discuss the framework for understanding the continuous and integrated process of program design and evaluation. We will explore five distinct approaches and discuss the benefits and challenges of each. We will also discuss the concept of a program as a system with inputs, processes, outputs, and outcomes, and identify the stages of program planning. You will begin your final project, so it's important to designate a program to work on before we begin.

**Week 2. Writing Goals and Objectives**

In Week 2 we will explore measurable elements that can be evaluated. To evaluate a program, it must have stated goals and measurable objectives. The evaluation will examine how well actual outcomes correlate with anticipated outcomes, and how far program implementation moves the organization or the program participants toward meeting the stated goal or goals.

**Week 3. Building a Logic Model**

In Week 3 we will build on the concept of a program to understanding what a logic model is and how it can be a powerful tool for program design and evaluation.

**Week 4. From Logic Model to Evaluation**

In Week 4 we will learn how to build on your logic model to develop an evaluation plan. Topics of inquiry will range from looking at different types of evaluation questions – formative versus summative – and how they tie in to your logic model, to the use of qualitative and quantitative methods of data collection. These steps will shape the development of appropriate measurements and indicators for your program's desired outcomes. While the goal of this course is not to get you to the point where you will be doing evaluations that pass scientific muster, we do think it would be helpful for you to see some real world examples of how data from program evaluation process were used by outside agencies to determine whether programs were ineffective, promising or model programs. Although these case studies focus on youth programs, principles gleaned from these articles may be used for future reference as you begin to refine your evaluation process with your own organization in the event you strive to develop programs that are nationally-recognized as model programs, as defined by a rigorous criteria that include scientific and quazi-scientific methods. It should be noted that it is not necessary to design an evaluation process that is scientific in nature in order for the results to be useful to the organization and its stakeholders. In fact the overwhelming majority of program evaluations are not structured within a scientific framework, and are meant to be more practical in nature, helping organizational stakeholders make sound decisions, differentiate themselves from their competitors, market their programs and raise funds.

**Week 5. Producing and Implementing an Evaluation Plan**

In Week 5 we will pull everything together and you will develop a short version of an evaluation plan your program. Your final project will incorporate your outputs from Weeks 1 – 4 and add a description of how the plan will be implemented.