Designing the evaluation system
Defining the Evaluation Purpose
Purposes of Evaluation

1. Formative evaluation - improve the design and performance of ongoing intervention
2. Summative – make an overall judgment about the effectiveness of a completed intervention to ensure accountability
3. Generate knowledge about good practices
Defining Evaluation Questions
Types of Questions

1. Descriptive questions
2. Normative questions
3. Cause-effect questions
Examples of Descriptive Questions

- **What** are the characteristics of the program?
- **Who** receives the program?
- **Where** is the program delivered?
- **When** was the program implemented?
- **How** do the participants feel about the program?
- **How** much did the program cost?
- **How** were the participants selected?
Examples of Normative Questions

• Did we spend as much as we had budgeted?
• Did we reach our goal of admitting 5,000 students per year?
• Did we vaccinate 80% of children as planned?
• Was the process for selecting participants fair/equitable?
Examples of Cause-Effect Questions

- Do program participants have higher skills than others who did not go through the program?
- Do they have better paying jobs before the program?
- Did draining the land result in the anticipated increased crop production?
- Did it increase income for the farmers?
- What other impacts did this intervention have on the wider community?
Checkpoints in Developing Questions

1. Is the link between the question and the purpose of evaluation clear?
2. Are issues of greatest concern addressed by evaluation questions?
3. Are the evaluation questions answerable?
4. Can the number of questions be reasonably answered in a single evaluation?
5. Are the questions that must be answered prioritized over those that are nice to know?
6. Are the evaluation questions in sync with the project, programme or policy cycle?
Selecting the Evaluation Questions

1. Who would use the information? Who will be upset if this question is dropped?
2. Would an answer to the question reduce present uncertainty or provide information not now readily available?
3. Would the answer to the question yield important information? Have an impact on the course of events?
4. Is this question merely of passing interest to someone, or does it focus on critical dimensions or continued interest?
5. Would the scope or comprehensiveness of the evaluation be seriously limited if this question were dropped?
6. Is it feasible to answer this question, given available financial and human resources, time, methods, and technology?