



Quick Tips

Sources of Evaluation Information

Existing information

- Program documents: newsletters, workplans, accomplishment reports, statistical reports, receipts, logs, minutes of meetings, enrollment records, personnel records, proposals, project and grant records
- Existing data bases: census, housing, industry, school census data
- Research reports, published literature
- Histories: county, program, life histories
- Media records
- Public service and business records, for example, farm records; fertilizer sales at local dealers; employment statistics; justice, social and health agency data; DNR and SCS data; local government plans; student performance records
- Other evaluations of the same or similar programs

People

- Beneficiaries: those people who benefit directly or indirectly from the program
- Nonparticipants, proponents, critics, victims
- Key informants: anyone who has particular knowledge about the program or program benefits
- Participants, for example, teachers, parents, religious leaders, previous participants
- People with special expertise, for example, judges, faculty from a nearby college
- County residents, local leaders, influentials
- Program staff, administrators, volunteers
- Collaborators, competitors
- Funders
- Policy makers, legislators, federal or state agency staff

Pictorial records and observations

- Before and after pictures such as photos of streets before and after a cleanup effort, photos of the garage before and after it became a youth center or the empty lot before and after the garden project
- Art done by children which illustrate perceptions of or responses to their environment, for example, violence, drugs
- Videotape of a group meeting which illustrates order of business, leadership and collective decision making skills
- Slide series of overtime changes, for example, lake front development, downtown restoration, grazing management systems or changes in participant skills, for example, training a pet or speaking before a public audience
- Videotape excerpts which demonstrate participant reactions and learning taking place
- Video or photos of program activities showing the diversity of participants
- Observations of events and activities to record numbers and characteristics of participants, practices or behaviors in action, interaction patterns and skill development
- Observations of practices such as manure management practices, erosion control, lawn care practices
- Observations of verbal and nonverbal behavior such as people reacting to a nutrition display, working together in a team process, attending a cross-cultural experience