

Addendum 3 - Program Evaluation Measurement Methods

Method	Overall Purpose	Advantages	Challenges
Interviews by staff or by outside party such as students on placement	-when want to fully understand someone's impressions or experiences, or learn more about their answers to questionnaires	-get full range and depth of information -develops relationship with client -can be flexible with client	-can take a lot of time -can be hard to analyze and compare -can be costly -interviewer can bias client's responses
Documentation review	-gives impression of how program operates without interruption, review of case notes, finances, memos, minutes, utilization, occupancy logs, criminal record changes.	-get comprehensive and historical information -doesn't interrupt program or client's routine in program -information already exists -few biases about information	-often takes a lot of time -info may be incomplete -need to be quite clear about what looking for -not flexible means to get data; data restricted to what already exists
Observation by staff, clients, partners such as teachers.	-to gather accurate information about how a program actually operates, particularly about processes	-view operations of a program as they are actually occurring -can adapt to events as they occur	-can be difficult to interpret seen behaviours -can be complex to categorize observations -can influence behaviours of program participants -can be expensive
Focus groups of clients and/or staff	-explore a topic in depth through group discussion, i.e., about reactions to an experience or suggestion, understanding common complaints, etc.; useful in evaluation and marketing	-quickly and reliably get common impressions -can be efficient way to get much range and depth of information in short time - can convey key information about programs	-can be hard to analyze responses -need good facilitator for safety and closure -difficult to schedule 6-8 people together
Case studies	-to fully understand or depict client's experiences in a program and conduct comprehensive examination through cross comparison of cases.	-fully depicts client's experience in program input, process and results -powerful means to portray program to outsiders	-usually quite time consuming to collect, organize and describe -represents depth of information, rather than breadth
Satisfaction Surveys	- measures a client's overall opinion of the service provided immediately after service and also later.	- provides immediate feed back.	- limited ability to interpret the meaning of responses. Clients tend to gravitate to middle ground responses. Information not in depth.
Standardized Measures Tests (i.e. CANS)	-assign numerical rating to quantify thoughts, feelings or behaviour.	- provides a base line for assessment and measurement of change.	- can limit understanding of client.