

Types of Program Evaluation

Evaluation type	Focus of assessment	Approaches & activities to evaluate
Formative	Focused on the program's formation and implementation. Assesses the logic, including goals, inputs, activities, outputs, and desired outcomes.	Listening sessions, fidelity checklists, feedback surveys, programmatic data
Process	Monitors program activities and fidelity to ensure quality services. Assesses program operation, services rendered, and service user experiences.	
Impact	Determines program impact on intended short- and long-term outcomes. Assesses who the program impacts most and outcome indicators over time.	Individual case indicators, impact interviews, focus groups, impact surveys

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For more information, see: Wood, L., Voth Schrag, R., Hairston, D., Baumler, E., McGiffert, M., & Jones, C. (2021). *The Campus-based Advocacy Toolkit: Implementation and Evaluation*. Revised edition. The University of Texas Medical Branch.

For more information, visit https://www.researchgate.net/publication/393573492_The_Campus-based_Advocacy_Toolkit_IMPLEMENTATION_AND_EVALUATION

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