

Decision Table for Step 4: Selecting Evaluation Type

Focus Question		Option a.	Option b.	Option c.
1.	When will you be doing the evaluation?	Prior to or early in intervention	Middle of intervention	As intervention is winding down or completed
2.	Why are you conducting the evaluation?	To ensure the intervention is consistent with the needs and wants of the people involved	To ensure that the intervention is being implemented according to plans and best practices (are we doing things right?)	To assess the extent to which the intervention achieved its purposes and objectives? (are we doing the right things?)
3.	What questions do your stakeholders want answered?	Who is the best audience for this intervention?	How many people are we reaching? Are they satisfied?	Did we achieve what we set out to do? Did the benefits justify the costs?
4.	Who is available to conduct the evaluation?	Program participants, stakeholders, and interventionists	Program participants, stakeholders, and interventionists	Experienced and expert evaluators and researchers, in addition to program participants, stakeholders, and interventionists
5.	How do you expect to conduct the evaluation?	Needs Assessments Pre-testing of materials and procedures	Program logs, diaries	Pre and post surveys
6.	How much resources do you have? (time, expertise, funds)	Moderate	Minimal	Substantial
7.	What evaluation have you already conducted?	None	Formative	Formative and process
THEN YOUR SITUATION IS A GOOD MATCH WITH ...		Formative evaluation	Process evaluation	Summative evaluation