

ESTABLISHING EVALUATION GOALS

Before deciding on evaluation methods, questions, or anything else, it is important to focus your evaluation by establishing a common goal or purpose—one that accords with organizational values and goals.

Common goals may include

- * testing program effectiveness,
- * making a case for changing program practice(s),
- * justifying continued funding, and
- * documenting community change efforts.

Goals may be divided into different levels:

- * Youth level: to understand whether youth have developed a better understanding of community issues and strategies for addressing those issues.
- * Organizational level: to document how the organization has enhanced its ability to serve youth.
- * Community level: to document and refine community change work.

The “Identifying Goals” activity (page 51) helps to elicit suggested goals for your evaluation. Have the group decide which goals to focus on at each level: youth, organization, and community.

ACTIVITY: IDENTIFYING GOALS

Objective

To elicit, categorize, and prioritize evaluation goals

Materials Needed

Flip chart paper

Markers

Tape

Copies of the organization's goals (and objectives, if available)

"Identifying Goals for Evaluation" worksheet, page 53

Time Required

85 minutes

WHAT	TIME	HOW	MATERIAL
Step 1 Goal review	10 min.	<ul style="list-style-type: none"> * With the full group, review the organization's goals. * Discuss and answer any questions about the goals. 	Organization's goals
Step 2 Brainstorming evaluation goals	30 min.	<ul style="list-style-type: none"> * Using the goals as a backdrop, ask participants, working in small groups, to brainstorm a list of possible evaluation goals and write these on flipchart paper. * Post lists; have groups circulate to read all lists and add ideas as appropriate. * Hold a full-group discussion to eliminate undesirable or duplicate items. 	Flip chart paper Markers Tape
Step 3 Categorizing and prioritizing	20 min.	<ul style="list-style-type: none"> * Divide participants into three groups. * Assign each group to one of the following three categories: youth, organization, or community. * Ask each group to select items relevant to its category from the lists on the wall and create a new list for that category, using the "Identifying Goals" worksheet. * Each group should then select from its new list the top 3 to 5 goals relating to its category and record these, in priority order, on another sheet of flip chart paper. * Post the paper on wall. 	Flip chart paper Markers Tape "Identifying Goals for Evaluation" worksheet

WHAT	TIME	HOW	MATERIAL
Step 4 Selecting goals	15 min.	<ul style="list-style-type: none"> * Ask each group to share its choices. * Have each participant vote for one goal in each category. Select the top 2 goals in each category as the direction-setting goals to guide the evaluation. 	
Step 5 Reflection and discussion	10 min.	<p>Process the activity, asking questions:</p> <ul style="list-style-type: none"> * Were the suggested goals fairly evenly divided among the three categories? * Was any one category more difficult than the others to address? In what way? * Which part of this activity did you enjoy the most? The least? Why? * How can these goals help you determine your evaluation questions? The methods you will select? 	

WORKSHEET: IDENTIFYING GOALS FOR EVALUATION

Identify evaluation goals for each of the following categories.

Youth-level evaluation goals

Organization-level evaluation goals

Community-level evaluation goals