

EVALUATION TOOL 2: PROCESS EVALUATION

PROCESS EVALUATION¹

Things to consider when conducting formative evaluation include the following:

- **Members who participate:** the number and type of participants, frequency of attendance, and turnover rate of the members.
 - *Example:* At the last general meeting of the initiative, 17 people attended. Of these folks, 10 were regular members, and 7 were sitting in on a meeting for the first time.
- **Planning products:** written objectives, by-laws, or committees that contribute to the initiative.
 - *Example:* The action plan for the coalition was approved by the coalition and will be implemented immediately.
- **Media coverage:** by radio, television, and print media.
 - *Example:* Several five minute radio spots describing one of your group's projects aired on a local FM radio station.
- **Financial resources:** grants or donations. Financial resources also can include "in-kind" services, such as free advertising or products that an individual or business might offer instead of money.
 - *Example:* \$8000 was received at a \$50 per plate lunch that was held to raise money for local drug and alcohol abuse efforts.
- **Services that are ultimately provided:** classes, programs, workshops, publications or other services or communications provided for the community by the initiative.
 - *Example:* Nutrition education workshops were conducted by child care providers.
- **Community actions:** actions taken to encourage change in the community.
 - *Example:* Merchants were asked to display signs describing the penalty for selling alcohol to minors and the need for proper identification.

For more information:

Her Majesty's Treasury. (2020, March). [*Magenta Book: Central Government guidance on evaluation*](#). London: HM Treasury.

Milstein, B. Wetterhall, S. & CDC Evaluation Working Group (n.d.). *Chapter 36. Section 1: A framework for program evaluation: A gateway to tools*. Retrieved from The Community Tool Box: <http://ctb.ku.edu/en/table-of-contents/evaluate/evaluation/framework-for-evaluation/main>

¹

Evaluation tool borrowed from both The Community Tool Box (<http://ctb.ku.edu/en/table-of-contents/evaluate/evaluation/framework-for-evaluation/main>) and [*Magenta Book: Central Government guidance on evaluation*](#).