

Helen J. Wythe & Associates

Consulting, Facilitating and Training Services

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Our Services > Convening Facilitation Events > Program Evaluation

A Program Evaluation is the careful collection of information about a program or some aspect of a program in order to make decisions about the program. The type of evaluation you undertake to improve your programs depends on what you want to learn about the program.

HELEN J. WYTHER & Associates will assist in determining what information you need to make the decisions you need to make, and assist you in creating a plan to accurately collect and understand that information.

Nonprofit programs must be evaluated to decide if the programs are indeed useful to constituents. In a for-profit, a program are often evaluated to determine what their customers or clients really need and whether the products or services are providing what is needed is often a one-time effort to produce a new product or line of products.

Whether your purpose for carrying out a Program Evaluation is:

1. To understand, verify or increase the impact of products or services on customers or clients - These "outcomes" evaluations are increasingly required by nonprofit funders as verification that the Organization is indeed helping their clients;
2. Improve delivery mechanisms to be more efficient and less costly.
Evaluations can identify program strengths and weaknesses to improve the program;
3. Verify that you're doing what you think you're doing. Evaluations can verify if the program is really running as originally planned and the lessons learned along the way;
5. Create valuable information that can be used for public relations and promoting services in the community;
6. Produce the required information which compares programs and assists in the process of deciding which should be continued;
7. Fully examine and describe effective programs for sharing with others.



*Creating productive individuals, teams, workplaces,
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Whether your Program Evaluation is Goals-Based, Process-Based or Outcomes-Based Evaluation *HELEN J. WYTHE & Associates* will custom designed a group process which will take those involved through to agreement on the evaluation framework. Once you have gathered your data on the program *HELEN J. WYTHE & Associates* will design a process which will assist your team in analyzing and interpreting the information.

Gathering your various professional team members together is a major investment. Your professionals have the knowledge and content expertise to create the Program Evaluation framework. Using the services of a neutral professional facilitator to design, conduct and document the creation of a Program Evaluation will allow those people with the knowledge and expertise to focus on the content, while *HELEN J. WYTHE & Associates* will attends to the group process.

To find out how professional facilitation services makes the most of this investment by focusing on the process opening up time and space for your highly skilled staff to concentrate on the Program Evaluation, please e-mail us at info@hjwythe.com.

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