



## Why Conduct a Program Evaluation?

Organizations are becoming more and more interested in outcomes to determine how well the programs offered are assisting and/or helping the clients being served. Outcomes of a program evaluation are important to share with community stakeholders, funders, Boards, etc., as the results show what is actually occurring within an agency/program instead of anecdotal stories of how an organization thinks they are doing.

A program evaluation could be targeted to a specific program or conducted on a broader spectrum. Information for a program evaluation can be obtained from many sources which can include:

- Clients
- Employees
- Community Stakeholder
- Agency Documentation

It is beneficial for even a small agency to conduct a program evaluation and obtain data in order to tell the story of the organizations outcomes. The story may be positive and show areas to enhance or it may show areas needing attention to see improvements. Regardless of what the data shows, the information gathered can and will assist in an agency's strategic planning and decision making. An organization which embraces the data is one that is looking to grow to be a top performer in their field and produce the best outcomes for their clients.