

Partnering for Impact: Contracting for External Program Evaluation

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Learning Objectives:

- 1. What is a program evaluation and why do a program evaluation? Understanding different types of program evaluations, their purposes, and their benefits.**
- 2. Identify key preparation steps local stakeholders should take before engaging with an external evaluator.**
- 3. Apply practical techniques for building trust, establishing clear communication, and defining scope of work with external evaluators.**
- 4. Analyze real-world examples of successful evaluation partnerships to understand what factors contribute to effective collaboration and meaningful impact.**

Background, Types, and Purposes of External Evaluations

What is the purpose of an external evaluation?

What programs should consider an external evaluation?

What kind of evaluations are there, and how do they differ?

What is the end/outcome of each type of evaluation?

What are the benefits of an evaluation?

What can a program expect to walk away with?

Preparation and Process of External Evaluations

What should a program do to get started with an external evaluation?

What does a program need to consider/prepare ahead of time?

How do programs establish a plan for an evaluation with an external evaluator? How to define scope?

Best practices for communication and collaboration?

Wisconsin DOJ-Funded External Evaluations

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Evaluation Implementation Plan

- Describe implementation and operational steps for the proposed project
- Describe roles and tasks to be performed
- Describe how evaluator will get access to data
- Describe possible challenges or barriers and contingency plans
- Describe strategy to implement any findings and recommendations

Proposed Approach

- Type and purpose of evaluation
- What questions or needs will the evaluation address?
- Identify the outcomes or measures to be analyzed
- Describe data sources that are available that will be reviewed

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Evaluation Design and Methodology

- What group of participants will be analyzed?
- What design approach (qualitative, quantitative, mixed) will be used
- Statistical or methodological approaches

Real World Examples

Questions?

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