There are many definitions of evaluation in the literature and websites. For the purpose of this guide, we will define evaluation as ***a structured process of assessing the success of a project in meeting its goals and to reflect on the lessons learned.***

Project

A project typically relates to a set of specific activities within a set timeline.

Program

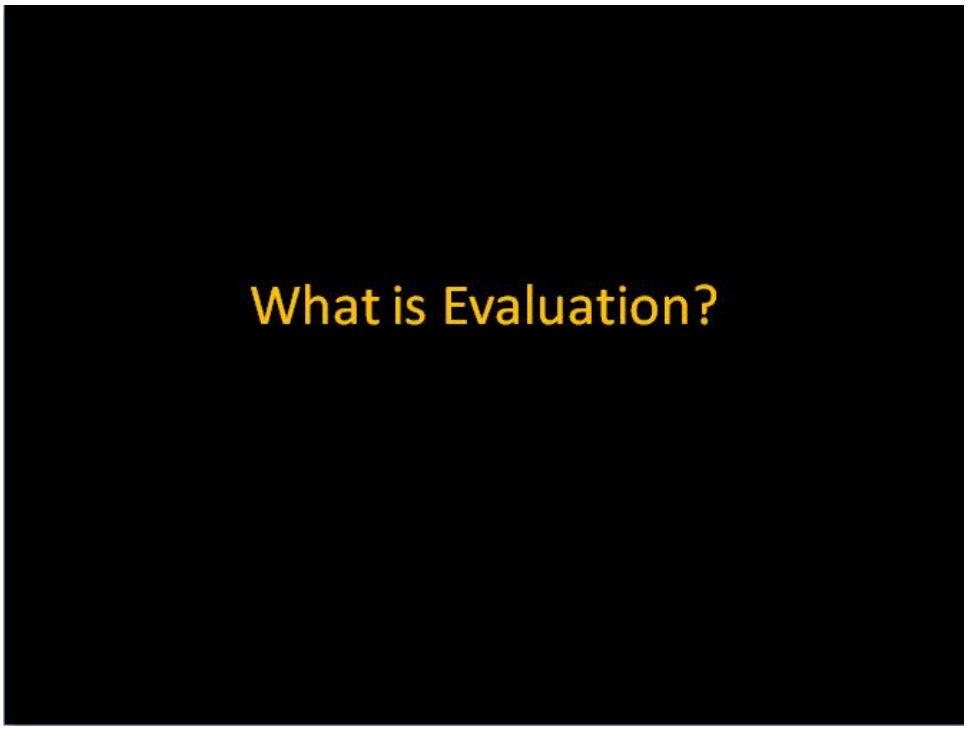
A program typically has a broader scope, and can consist of several ongoing projects within a broader ti

An evaluation should be structured so that there is some thought and intent as to what is to be captured, how best to capture it, and what the analysis of the captured data will tell us about the project.

Another term that is widely used is **monitoring**. Monitoring refers to setting targets and milestones to measure progress and achievement, and whether the inputs are producing the planned outputs. In other words, monitoring sees whether the project is consistent with the design.

The key difference between monitoring and evaluation is that evaluation is about placing a value judgement on the information gathered during a project, including the monitoring data. The assessment of a project's success (its evaluation) can be different based on whose value judgement is used. For example, a project manager's evaluation may be different to that of the project's participants, or other stakeholders.

A short tutorial on evaluation- opens up in PowerPoint



Evaluation Terminology

The language and terms used in evaluation can make the whole process quite daunting. This is accentuated by many references providing different definitions for the same term. The important thing for you to do is not to get bogged down in all the jargon, but to make sure you use the same terms consistently within your evaluation. It may help to provide a brief definition of the terms you select in your evaluation report, so that readers know what you mean when you use words that may have different meanings.

Some Evaluation Terminology to Consider

Evaluation Term

Definition

Activities

The tasks that are required to be done in order to achieve project outputs (eg. run a workshop, conduct a

Efficiency

Refers to the extent to which activities, outputs and/or the desired effects are achieved with the lowest p

Effectiveness

The extent to which project meets its intended outputs and/or objectives.

Impact

Refers to the measures of change that result from the outputs being completed, such as responses to su

Impact is sometimes used in place of short-term outcomes

Qualitative

Refers to data that consists of words, or communication (whether that is text, voice, or visual).

Quantitative

Refers to data that are counts or numbers.

Outcome

Measures the change in behaviour or resource use in relation to goal of the project. Outcomes are usua

· Short–term (or immediate),

· Intermediate, and

· Long-term.

Without thorough outcome evaluation, it is not possible to demonstrate whether a behaviour change pro

Outputs

Products or services delivered as part of the project's activities (eg. workshops, audits, brochures).

Relevance

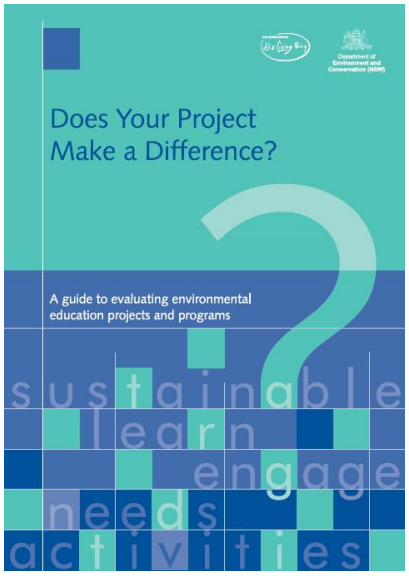
The extent to which the project purpose and goal meet the target group's needs or priorities.

Sustainability

In terms of a project, sustainability refers to the likelihood of the change continuing once the intervention

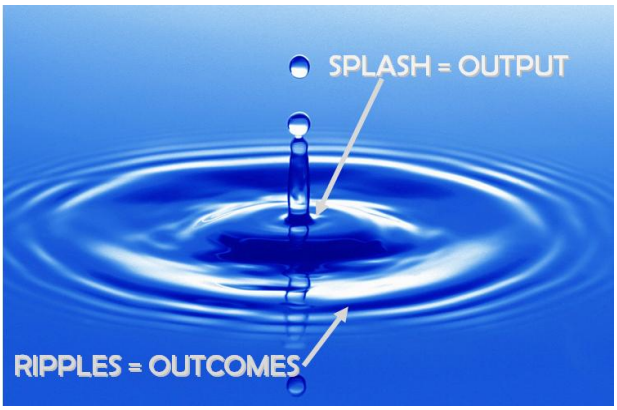
You will find different definitions in various other resources, so the important thing is to be consistent with what you choose to use.

For a list of further terms and definitions, see pp. 4-6 of Does Your Project Make a Difference .

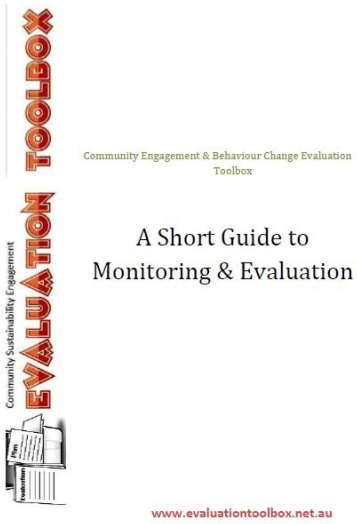


SPLASH & RIPPLES- A way to visualise outcome measurement
From PLAN:NET LIMITED (2008) Splash & Ripple: Using Outcomes to Design & Manage Community Activities page 5

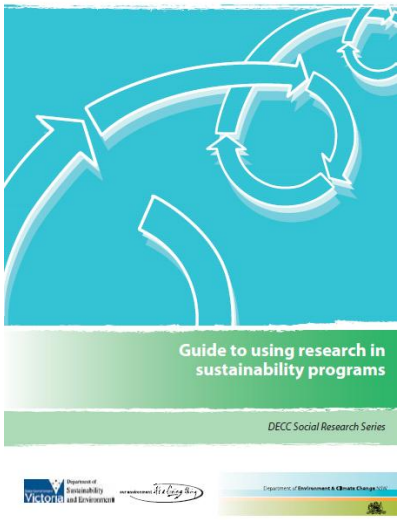
The rock is like a material input, the person holding the rock is like a human resource input. The act of d



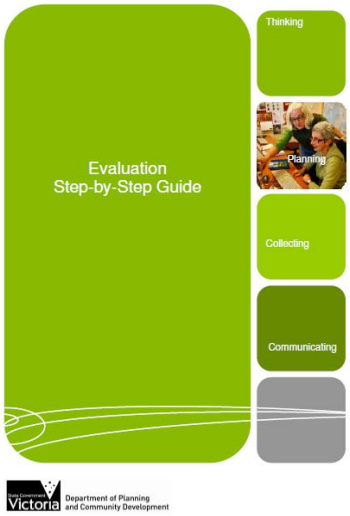
You can download **A Short Guide to Monitoring and Evaluation** as a reference document that provides a high level overview of the contents of this toolbox.



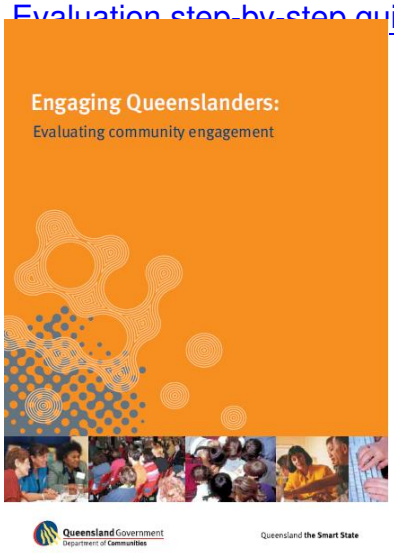
Some further reading to keep you busy....



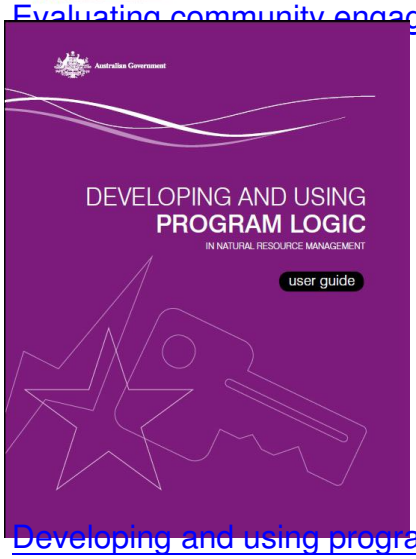
[Guide to using social research in sustainability projects]



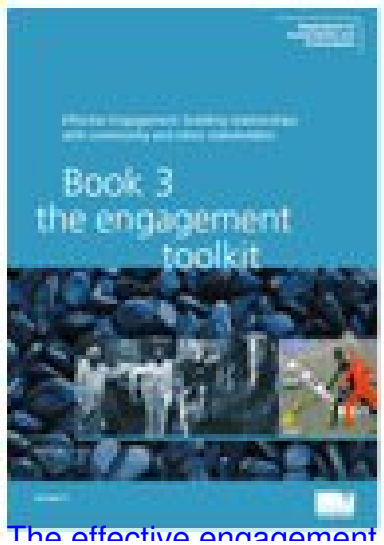
Evaluation step-by-step guide



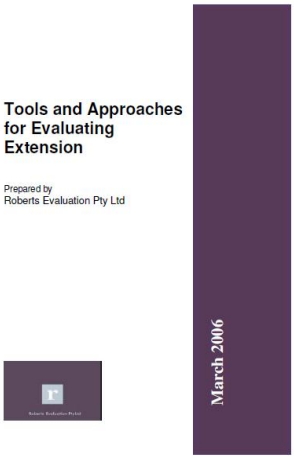
Evaluating community engagement



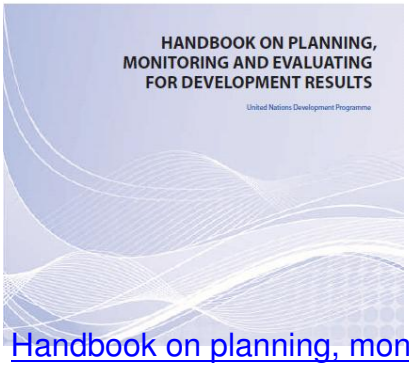
Developing and using program logic



The effective engagement toolkit (See the full Effective Engagement series)

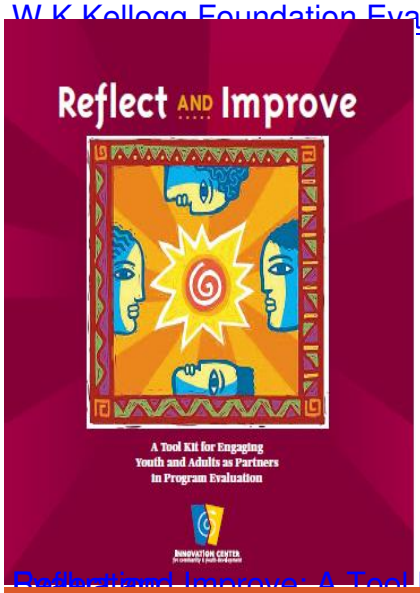


Tools and approaches for evaluating engagement

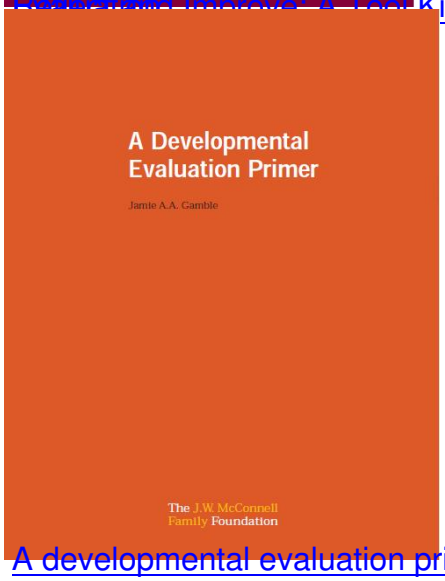


Handbook on planning, monitoring and evaluating for development results

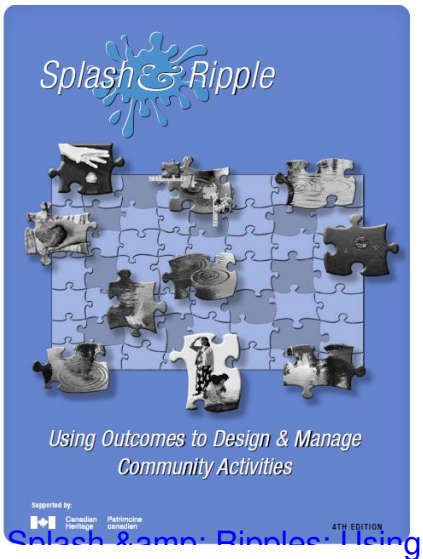
W.K. Kellogg Foundation Evaluation Handbook



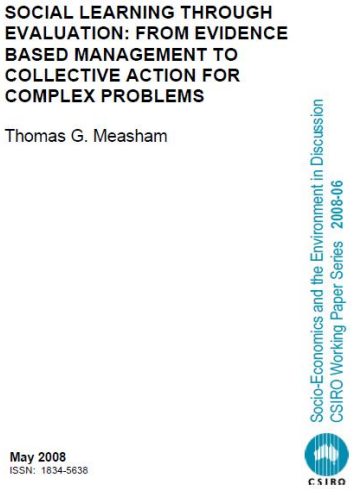
Reflect and Improve: A Tool Kit for Engaging Youth and Adults as Partners in Program



A developmental evaluation primer



Splash & Ripples: Using outcomes to design and manage community activities



Social learning through evaluation- from evidence based management to collective action for complex problems

Education for Sustainability in Local Government: Handbook

(See Part 8 - Evaluation of Education for Sustainability Programs)