

Facilitating UFE step-by-step: a process guide for evaluators

Steps 4-6 of UFE checklist

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Agenda Steps 4-6

1. Summary and brief discussion on the previous sessions.
2. Group reflection on some of the discussed topics.
3. Formulation of key evaluation questions – first draft.
4. Break

What have we achieved so far?

1. Discussed basic UFE principles.
2. Identified Stakeholders, USERS and Roles
3. Identified possible challenges in the UFE evaluation process.

Review – Basic UFE principles

1. UFE is a **PROCESS** for helping primary intended users select the most appropriate content, model, methods, theory, and uses for their particular situation.
2. UFE is a **COLLABORATIVE APPROACH** that seeks to generate learning.
3. Evaluation should be **JUDGED** by its utility and **USE** in the real world.
4. Evaluation plan needs to be part of the **INITIAL DESIGN** of project.
5. The evaluator's role is to **COLLABORATE** with those engaged in the design of the evaluation process.

Identified stakeholders (from previous meetings)

Group	Stakeholder	Assigned role
Stakeholder Group 1	Stakeholder 1	
	Stakeholder 2	
	Stakeholder 3	
Stakeholder Group 2	Stakeholder 4	
	Stakeholder 5	
	Stakeholder 6	
Stakeholder Group 3	Stakeholder 7	Primary intended user
	Stakeholder 8	

Group reflection – evaluation utility

Do you think this evaluation process can contribute to

- program improvement? How?
- making major decisions? How?
- contribute to generating knowledge?
How?

The evaluation's purpose

According to Patton (2008) based on the findings' primary intended **USES**, evaluation can be oriented towards different purposes

MENU OF INTENDED USES (1/2)

Evaluation Purposes

Primary intended uses

Typical primary users

**Overall
summative
judgment**

“To provide data for judging the overall value of a program and deciding whether it is worth continuing with it or not” (p. 114).

Those charged with making major decisions: funders, directors, other adopters of model, etc.

**Formative
improvement
& learning**

“To provide data for program improvement” (p. 116).

Program administrators, staff, those involved in the day-to-day management.

**Knowledge
generating**

“To look across findings from different programs to identify patterns of effectiveness” (p. 131).

Program designers, planners, modelers, theorists, scholars, policy-makers.

MENU OF INTENDED USES (2/2)

Purposes

Intended primary uses

Typical primary users

**Organization /
Program
Development**

“To provide data for adapting interventions to emergent conditions” (p. 137).

Social innovators, those involved in bringing about major systems change in dynamic environments.

Accountability

“To provide data for describing and explaining achievements” (p. 121).

Those with administrative and funding authority, responsible for resource use.

Monitoring

“To provide information about key areas that require managerial attention” (Pg 126).

Program managers responsible for internal accountability and information system management (Adaptated from Patton

p. 139 – Ch. .4).

FORMULATION OF KEY EVALUATION QUESTIONS

The trajectory of change...

INPUT / RESOURCES



ACTIVITIES



OUTPUTS



OUTCOMES



IMPACT / RESULTS

**C
O
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What makes good KEQs?

(adapted from Dart, 2007)

- **Specific** enough to be useful in guiding you through the evaluation
- **Broad** enough to be broken down - are not the same as a question in a survey
- **Data** (qualitative/quantitative) can be brought to bear on the KEQ
- KEQs are **open** questions (can't answer yes or no!)
- Have **meaning** for those developing the plan
- Lead to **useful, credible**, evaluation
- There **aren't too many** of them (2-4 is enough).

Group Reflection

- Review the questions you wrote in the first session
- Now according to the criteria, modify to make them good KEQs

Categories of key evaluation questions

INPUT / RESOURCES

PROCESS or /and APPROACH / MODEL

OUTPUT

OUTCOMES

QUALITY

IMPACT

COST- EFFECTIVENESS

Conclusion and next steps

References

Dart, J. 2007. "Key evaluation questions". Presentation at the Evaluation in Practice Workshop. Kuala Lumpur, December.
<http://evaluationinpractice.files.wordpress.com/2008/01/keyquestionschoices.pdf>

Patton, M.Q. (2008) Utilization focused evaluation, 4th Edition. Sage.