

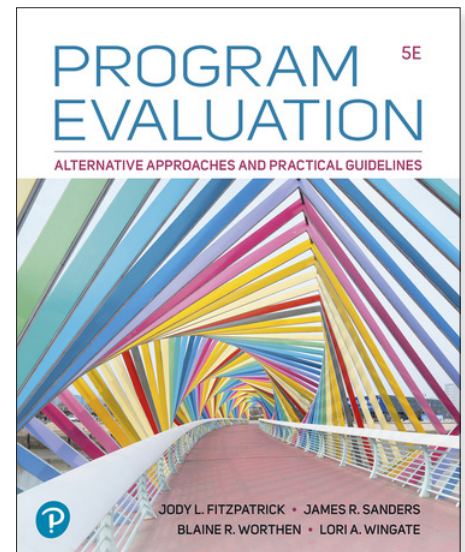
Program Evaluation: Alternative Approaches and Practical Guidelines, 5th edition



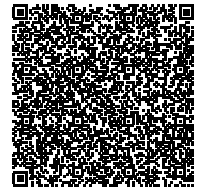
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Program Evaluation provides a comprehensive overview of the entire process of program evaluation, from planning to practice. Prevalent approaches and models are explored, as well as guidance on how to mix and match elements of different approaches to conduct optimal evaluation studies for individual programs. Checklists, examples and study aids help reinforce how to effectively determine the central purpose of an evaluation, leading to more valid, useful and efficient evaluation.

The **5th Edition** includes new case studies and a new chapter on professional standards, principles and required competencies.



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ABOUT
THIS TITLE



New and updated features

- » **A new Chapter 3 on core tenets of program evaluation** covers professional standards, principles and required competencies.
- » **New case studies** of real-world evaluations illustrate applications of the evaluation approaches described in chapters 5-8.
- » **Updated Suggested Resources** sections offer more options for learning about key topics in each chapter, including useful websites, videos, checklists and more. Helpful annotations highlight the most useful features of each resource.
- » **Updated tables, graphics and headings** throughout the chapters help with navigation and identification of key takeaways.
- » **Organization of evaluation approaches** clearly distinguishes contemporary approaches and their historical foundations.

Hallmark features

- » **A comprehensive survey of program evaluation** includes historical information and current applications.
- » **Strategies for multiple approaches of evaluation** help readers recognize elements from models and theories that will work best in individual evaluations.
- » **Practical planning guidelines** cover learning about the program and speaking with stakeholders, to identifying evaluation questions and developing a management plan.
- » **Conducting evaluations** content steps readers through the methodological choices evaluators make about selecting and developing designs, sampling, collecting and analyzing data, and interpreting and conveying results.
- » **Application exercises** give students chances to hone the real-world decision-making and critical-thinking skills used in evaluation.