

Step 1: Describing the Program Context

Descriptions convey the mission and objectives of the program being evaluated and set the frame of reference for all subsequent decisions. Items to include in a description are:

- **A Statement of Need** that describes the purpose for evaluating the program.
- **The Program Goals** that convey what the program is supposed to accomplish to be considered successful
- **Program Activities** including the specific steps, strategies, or actions and their appropriate sequence
- **Resources Available** to implement program activities including time, human skills and knowledge, technology, data, money, and other assets
- **Program Context** includes the program setting and environment (e.g., student/client demographics, social milieu, fiscal conditions, and organizational relationships) within which the program operates.

Use Worksheet D (below) to document the program context.

- Record service recipient (student/client) characteristics to help you identify the purpose and uses of your evaluation, and to formulate central questions.
- It may be necessary to informally survey recipients to complete the *Service Recipient Characteristics* portion of the form.

Worksheet D: Describe Your Program Context

Program Characteristics

Program name:

Program capacity:

Number of service recipients:

Number of service locations:

Program description:

Program goals:

Program resources available:

Service Recipient Characteristics

Sex:

Age:

Other:

Top 5 reasons for participating in program:

Expectations of program: