



WHAT IS EVALUATION?

An **evaluation** is a disciplined, evidence-based, and objective process that is carefully designed to answer important questions about the impact of a program's actions on the people served so that subsequent actions are more successful.

Depending on the individual circumstances, an evaluation can be an opportunity to:

- Connect actions and outcomes
- Confirm logic models
- Explore options
- Inform stakeholders
- Grow understanding
- Adapt to new data

In every circumstance, an evaluation is an **opportunity to learn**.

We work with organizations that want to create a lasting impact on the people, the communities, and the systems at the core of the mission. The visions of these organizations are often bold and large in scope and scale. That very scope, however, makes it hard to keep all the pieces functioning together.

What's working? How much is it costing? What has been learned? Are the programs making a difference? How can we improve? An effective evaluation places learning about these important programmatic questions at the center of its process, but answering these questions while keeping up with the daily activities of an organization can be daunting.

Effective evaluation lets leaders see impact, better understand how the existing system is working and not working, and develop new ideas to better serve the community. Choosing the right evaluation, with the right approach and data, moves the program and organization forward.

As members of the American Evaluation Association, we are committed to implementing the most current and effective evaluation methods and approaches. We hold



ourselves to the highest standards of accuracy and accountability. We embrace the professional standards of evaluation that ensure that our work is useful, recommends feasible and cost-effective actions, and is sensitive to the community.

Learning about the impact of a program in greater detail and depth positions an organization to take different—and more effective—actions. Flanagan-Hyde Associates works with our clients to find the right evaluation for your program and organization, designed to answer your questions with action-oriented solutions, to help you put into practice the lessons that are learned. Please get in touch to talk more about options for evaluation. We offer complimentary one-hour consultations. Call 602-314-6460 or contact peter@flanaghan-hyde.com.

THE RESULTS OF AN EVALUATION SHOULD LEAD TO SOLUTIONS THAT ARE EVIDENCE-BASED, ACTION-ORIENTED, AND ALIGNED WITH STRATEGIC OBJECTIVES.