



Strategy Arts' program evaluation projects provide leaders with the information they need to improve program effectiveness.

The Challenge

Program evaluation is the best and sometimes only way to know that an organization is achieving its goals. When an organization considers undertaking an evaluation project, its leaders face many questions:

- ✓ How can we be confident our programs are achieving their intended outcomes?
- ✓ How can we leverage our results to attract more resources?
- ✓ How will we know if we are asking the right evaluation questions?
- ✓ What can we learn that will help us challenge our assumptions and improve our programs?
- ✓ How do we manage program and evaluation priorities with limited resources?
- ✓ What do we need to do to set up an ongoing program evaluation process?

Strategy Arts collaborates with our clients to design and conduct evaluation projects that answer these questions and many others. Our evaluations are designed for efficiency, yield meaningful results, and establish permanent, proactive systems to monitor programs.

Our Approach

Our Program Evaluation framework guides us as we tailor evaluation projects to fit each client. Whether an organization is building overall evaluation capabilities or conducting a specific evaluation, the framework ensures all project elements are considered. Moreover, our approach does not end with an evaluation report; we also include follow-up improvement planning and ongoing metrics tracking.

Building the Evaluation Foundation

Program teams work in facilitated sessions to examine existing program objectives, services, and stakeholders. We document the existing processes and corresponding logic of the programs to clarify the assumptions behind current activities.

Available Services Include:

- Organizational Assessments
- Stakeholder Engagement
- Logic Models
- Project Management

Creating the Evaluation Strategy

Program leaders collaborate with key stakeholders to refine evaluation goals and questions. Strategy Arts guides the evaluation team in the creation of a plan to guide the collection, monitoring, and analysis of all evaluation data. Evaluation team members participate in training to ensure the collection of valid, consistent, and timely data.

Available Services Include:

- Evaluation Design
- Staff Training
- Management Dashboards

Completing the Evaluation

Evaluation teams follow the data plan to analyze data as it is collected. We guide them and program leaders in the development of actionable, mission-driven recommendations based on the analysis. Program teams work in facilitated meetings to create implementation plans for priority recommendations and to develop metrics and measures that will facilitate the ongoing monitoring of the programs.

Available Services Include:

- Measurement Reporting
- Data Collection and Analysis
- Recommendations Development
- Improvement Planning

Learn more about how Strategy Arts can help your organization at www.strategyarts.com