Core Competency Addressed in this Class:

Leading People

3.9 Describe the elements of an effective program evaluation, the role of the manager in ensuring an effective process and in the use of the evaluation’s findings.

Class Duration: One Day

Objective:
To introduce public managers to specific program evaluation techniques, and improve their ability to both manage and conduct evaluations.

Desired Learning Outcomes:
1. Define program evaluation and its purposes.
2. Describe evaluation designs and their purposes.
3. Identify major information sources for a program evaluation.
4. Identify appropriate evaluation methods.
5. Interpret evaluation results.
6. Prepare an evaluation report which responds to audience needs and concerns.

Instructor:
Guion (Guy) VanRensselaer is the Process Improvement Specialist for the City of Madison, Wisconsin. He provides support for the City’s continuous improvement, performance measurement and project management efforts. He has been an instructor for the University of Wisconsin’s Certified Public Manager program for over 20 years, and also provides consulting services to public and not-for-profit organizations statewide.