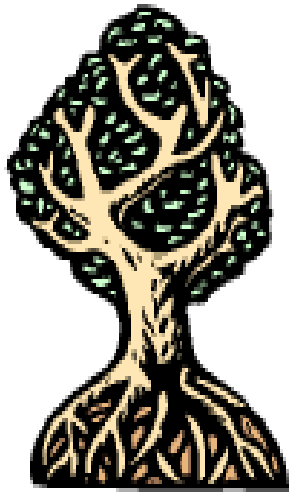


The Need Tree

What do you hope to learn from your evaluation?

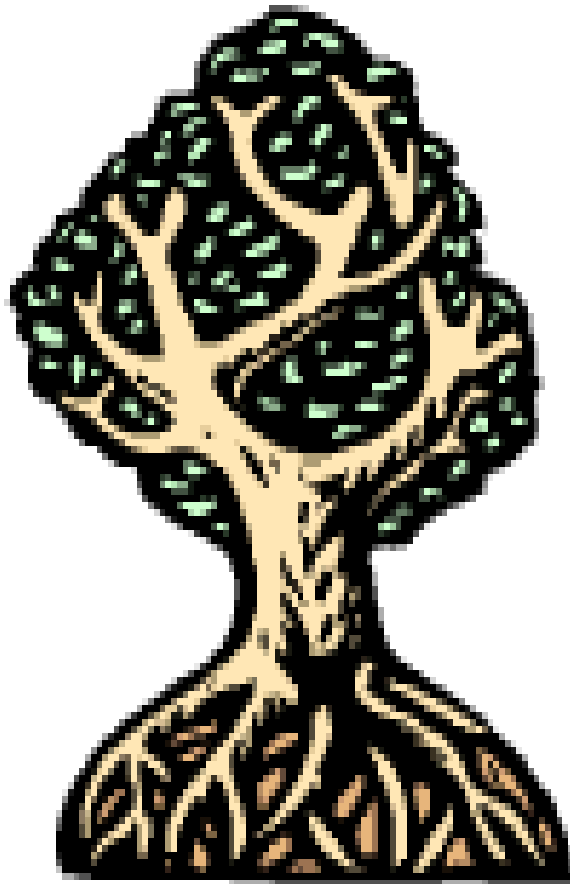


A **Logic Model** is a useful way of illustrating how the program and evaluation will be set up, the planned activities, and the results expected.

This model can help guide the Evaluation **Needs Assessment** to identify the strengths, weaknesses, opportunities and challenges you may face in the various steps of your program evaluation.

The Need Tree

What do you hope to learn from your evaluation?



Leaves – outcomes



Branches – target groups



Trunk – activities



Roots - planning



Evaluation Needs Assessment

- ✓ Opportunity to consider what you hope to learn from the evaluation.

Determine the:

Strengths

Weaknesses

Opportunities

Challenges

involved in each stage of your evaluation



ROOTS: Planning

Why are you doing it?

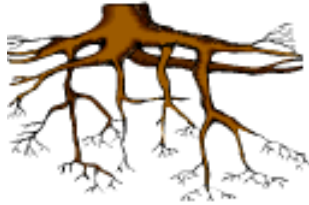
Program

Why do you want to provide this program to your target community?

Evaluation

Why do you want to evaluate the program?

- ✓ Meeting **NEEDS** of community
- ✓ Meeting program **OBJECTIVES**
- ✓ Focus **RESOURCES**
- ✓ Required by **FUNDING** agencies



ROOTS: Planning

Why are you doing it?

Questions to ask:

- What **ASPECT** of the program will we evaluate?
- What type of evaluation can we conduct within our **RESOURCES**?
- What type of evaluation do the **FUNDING** agencies require?



TRUNK: Activities

How do you do it?

Program

How can you fulfill your program objectives?

Evaluation

How can you measure the success of your program?

- ✓ Focus Groups
- ✓ Interviews
- ✓ Survey
- ...what else?



TRUNK: Activities

How do you do it?

Questions to ask:

- What **TYPES** of activities will tell us what we want to know about our program?
- What **SKILLS** or **RESOURCES** do we need to conduct these activities?
- What other activities could we consider?



BRANCHES: Target Groups

Who do you involve?

Program

Who is your program for?

Evaluation

Who do you want to participate in your program evaluation?

- ✓ Program PARTICIPANTS
- ✓ Program PROVIDERS
- ✓ TARGET POPULATION in the community
- ✓ Program FUNDING AGENCIES



BRANCHES: Target Groups

Who do you involve?

Questions to ask:

- How can we **ACCESS** the target population?
- What **ETHICAL ISSUES** should we consider when including program participants and providers?
- How can we make **FUNDING** agencies interested in our evaluation?
- What are the strengths of involving these evaluation partners? **WHO ELSE** could we involve?



LEAVES: Outcomes

What results can you expect?

Program

What differences do you want to see in your program participants?

Evaluation

What success will the program have in meeting the needs of participants and program objectives?

✓ **SUCCESS INDICATORS**



Evaluation Needs Assessment Outcomes

Questions to ask:

- What are **MEASURABLE** indicators of success?
- How do these indicators **RELATE** to our program goals?

Putting the Need Tree to work!

Now that you know what you hope to learn from your evaluation, how can you 'plant' these ideas to help your evaluation grow?



