

FUNDAMENTALS OF EVALUATION

Web-based Course

Many public health programs do tremendous work, but may not have their accomplishments fully recognized by the public, by other health professionals, or even by the people who benefit directly from the program. Why does this happen? Often program managers and staff strongly believe that their work is valuable, but do not have data to demonstrate their success. In other words, such programs are missing one important element: **evaluation**.

TTAC's **Fundamentals of Evaluation** is a 12-week, interactive, distance learning program in which participants are given the opportunity to learn about the core concepts of evaluation. The information provided will help participants understand the importance of evaluating a program, what to expect from their evaluation efforts, and what is involved in program evaluation from planning to reporting results. Important concepts clarified during the course include the different types of evaluation, the use of logic models, data collection and analysis, and evaluation reporting.

Participants in **Fundamentals of Evaluation** will have the opportunity to learn about:

- **Evaluation basics:** what evaluation is, why it is important, and when evaluations should be planned and performed
- **The process of evaluation:** the different types of evaluation and the steps in the for conducting an evaluation
- **Data collection:** what kind of information can be obtained from evaluation, how it can be gathered effectively, and methods for assessing the data
- **Using evaluation results:** making recommendations based on data, identifying and utilizing stakeholders, and presenting the results to an audience

The web-based program is an interactive experience involving lessons with visual aids, group discussion, self-assessments, and individual learning activities designed to apply the concepts learned. Participants will have access to valuable resources and evaluation experts who will provide feedback during the learning process.

Once they have completed TTAC's **Fundamentals of Evaluation** program, participants will have the information and tools needed to successfully complete their own evaluation plan.



To access the registration form [click here](#).

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