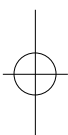
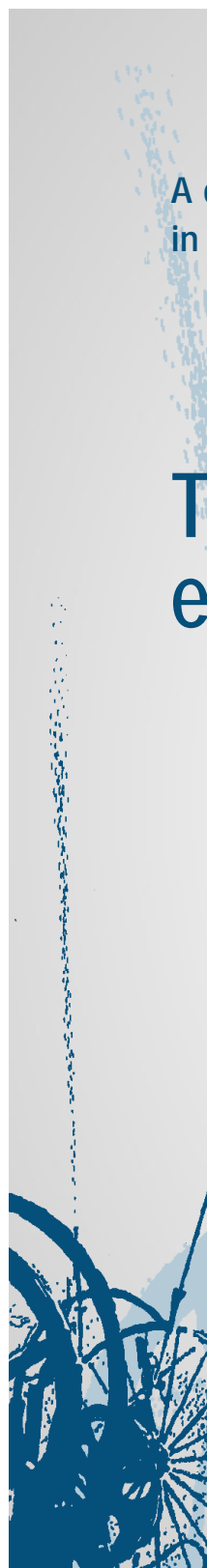




Weißbildungsstelle
Universität Freiburg
Chemini du Musée 8
1700 Freiburg



P.P.
1701 Freiburg



March 10th-11th 2005

A course in continuing education of the University of Fribourg
in collaboration with the Swiss Evaluation Society, SEVAL

Theory-driven evaluation:

an antidote to 'black box'
program evaluation?



A continuing education program of the Department of Social Work
and Social Policy of the University of Fribourg. In cooperation with the
Centre of Continuing Education of the University of Fribourg.



10th-11th 2005

Theory-driven evaluation: an antidote to 'black box' program evaluation?

University of Fribourg
Evaluation Society, SEVAL

Theory-driven evaluation : an antidote to 'black box' program evaluation?

Course Overview

The use of program theory for evaluating programs first surfaced as an idea in the 1970s by modelling the ways in which program processes were expected to bring about outcomes. Since then, especially in the 1990s, there has been increased attention paid to using program theory as a basis for "driving" evaluation. Theory-driven evaluation is in fact, a more complex version of analytic - rather than "black box" - evaluation. The approach evolved to overcome some of the shortcomings of other logic models as well as the causal attribution problems associated with 'black box models' and a tendency to focus on the easily measurable.

For "theory-driven" evaluations, the first essential task is making explicit why and how the program is supposed to achieve its outputs and outcomes. The focus then turns to analysing and investigating likely causal factors and/or alternative explanations for alleged program outcomes. 'Program logic' is one of the models commonly used today to analyse the program's theory and consequently "drive" its evaluation.

This course will explore the program logic model. The different approaches and applications will be reviewed, as well as the conditions under which its use is most and least appropriate.

Methods

Mixed methods, participative approach focused on participants' experiences and needs - presentation of specific themes together with practical exercises and discussion groups.

Course Directors

Prof. Marc-Henry Soulet, Chair, Department of Social Work and Social Policy, University of Fribourg

Dr. Marlène Läubli Loud, Lecturer in Evaluation, Department of Social Work and Social Policy, University of Fribourg, Head of Research, Evaluation and Reporting Section, Federal Office of Public Health, Member of SEVAL Executive Committee

Target Group

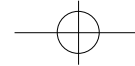
Evaluation practitioners, evaluation commissioners

'black box'



Department of Social Work
in cooperation with the
University of Fribourg.





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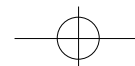
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ment of Social Work and Social Policy, University

aluation, Department of Social Work and Social
search, Evaluation and Reporting Section, Federal
AL Executive Committee

missioners



Theory-driven evaluation : an antidote to 'black box' program evaluation?

Program

Introduction to Theory-Driven evaluation

- | From 'Black-box' program evaluation to Theory-Driven evaluation – why the change?
- | The roles of program theory in program design, planning, monitoring and evaluation
- | Theory-driven evaluation – an overview
- | Participants' experiences with, and perspectives of theory driven approaches to evaluation

The Program Logic Approach

- | The 'basics' reviewed
- | Program logic as a type of program theory - different models
- | Components of program logic with practical exercises
- | The use of program logic as a tool for a variety of other purposes, e.g. negotiating program objectives and success criteria or developing shared perspectives about a program
- | Applications to complex programs, "fuzzy" programs which are not clearly defined, and programs within a federalist system
- | Strengths and weaknesses of various approaches to program theory and program logic
- | Uses and abuses of program logic

Developing the practical skills

- | Application of program logic to participants' programs – issues arising
- | Using program logic to design an evaluation and/or bridging the gap between broad federal initiatives and highly specific projects at local level
- | Comparing alternative logics of the same program

Objectives

Participants will understand and appreciate

- | Reasons for the shift from "Black-Box" to 'Theory-Driven' program evaluation
- | The Theory-Driven evaluation approach – its utility and limits
- | Program Logic models and applications

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– why the change?

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General information

Place and date

University of Fribourg
Thursday, March 10th 2005, 10.00 – 18.00
Friday, March 11th 2005, 9.00 – 17.00

Fees

Fr. 650.- per SEVAL members; Fr. 700.- per non-SEVAL Members (fees include all course material)

Enrolment deadline

January 17th 2003 (Number of participants is limited)

Language

Course language is English. However, of course, participants are encouraged to contribute in their native language (French/German)

Course facilitator

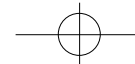
Sue Funnell, was President of the Australasian Evaluation Society from 1997-1999 and is currently Director of "Performance" Improvement", a company that she established in 1992 to assist organizations to improve performance. She has more than 25 years experience in conducting, managing, facilitating and reviewing a wide range of projects involving evaluation, performance measurement and reporting, and organizational learning and development.

Enrolment, organisation

Weiterbildungsstelle / Service de la formation continue
Universität Freiburg - Université de Fribourg
Chemin du Musée 8, 1700 Fribourg
Tel.: 026 300 73 47, Fax: 026 300 96 49
E-mail: formcont@unifr.ch

Online enrolment: www.unifr.ch/formcont/

For further information on SEVAL: www.seval.ch



box' program evaluation?

Enrolment

I enrol for the course

Theory-driven evaluation: an antidote to 'black box' program evaluation?

March 10th-11th 2005 (course 2150)

Name: _____

First name: _____

Address: _____

Postal code / place: _____

Tel. private: _____ Tel. office: _____

E-mail: _____

Native language: _____

Actual professional activity: _____

Place, date: _____

Signature: _____

Please send your enrolment by **January 17th 2005** to:

Weiterbildungsstelle / Service de la formation continue
Universität Freiburg - Université de Fribourg
Ch. du Musée 8, 1700 Fribourg

When you enrol for a course you enter into a binding contract. We will however reimburse participants (less Fr. 100.- for administrative costs in any case) who have to cancel provided that a letter of cancellation is received by us before the published closing date for applications. Those cancelling after this date will be liable for 50% of the course fee. For cancellations (in writing) received two weeks or less before the start of the course, there will be no refund, in part or in full, except in the case of illness or accident, and then only with a medical certificate.

Members (fees include all cour-

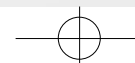
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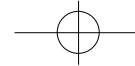
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Tel. office:

17th 2005 to:

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