**Example Evaluation Questions Related to Program Outcomes**

Clearly identifying the overarching evaluation questions for your program will help focus your evaluation efforts. Typically, two or three questions are enough to guide your work. Articulating what you want to know makes it easier to develop a plan to identify the type of evaluation information you need and a way to collect it.

The table below provides some examples of overarching evaluation questions. The list is not exhaustive. What questions would you add that are relevant to your own programs?

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| **Sample questions about outcomes**  **(results, achievements)** | **Additional related questions**  **(sub-questions)** |
| What changes occur? What is different as a  result of the program? | For whom? How? To what extent are changes  apparent for different individuals? |
| What is the overall impact on the community? On the target group? | What is the extent of the impact? On individuals within the target group? |
| What do people/groups/communities learn or gain? What are they able to accomplish? | To what extent are changes evident? How sustainable are the changes? |
| Who actually makes these changes/gains? Who doesn’t? | What are the differences by gender, social-economic status, education, ethnicity, previous experience, situation, etc.? |
| Who does not attend/participate? | Are particular demographic groupings missed? |
| To what extent have we reached our goals?  Our performance targets? | Based on the results, do we need to revisit our goals or performance targets? |
| How do results change over time? | How do results change over different time periods? |
| Are the results different for different locations? | How? To what extent? What contributes to these differences? |
| Which program characteristics contribute to  which results? Which program factor relates  to better outcomes? | Is there a difference related to the type of activity, location of the program, who provides the program, or the level and intensity of the program? |
| Which activities seem to help participants the  most? The least? Which participants? | Which activities seem to help participants the  least? Which participants? |
| What factors contribute to the outcomes we observe? | Internal (program related)? External? |
| What are unanticipated or unintended outcomes? Positive and negative outcomes? | What else happened? |
| How do the outcomes of our program compare to those of other, similar programs? | How are they similar? How are they different? |
| What works and what doesn’t? | What specifically works and what doesn’t work? To what extent? For whom? Under what conditions? |

Adapted from: Building Capacity in Evaluating Outcomes. University of Wisconsin-Extension, Cooperative Extension, Program Development and Evaluation (2008).