Program Implementation

- Program implementation is how a program looks in operation
- Need to look at not only that a program worked, but how it worked

Questions as you plan an implementation evaluation

- What purpose will your implementation study serve?
- What overall evaluation orientation is most appropriate?

Program Implementation Steps

- Initial planning: deciding what to measure
  - What are the program’s critical characteristics?
  - How much supporting data do you need?

- Steps for planning data collection
  - Choosing data collection methods
  - Determining whether appropriate measures already exist
  - Creating a sampling strategy
  - Thinking about validity and reliability
  - Planning for data analysis

Methods for assessing program implementation

- program records
- questionnaires and interviews
- observations

Activity

Using the program that you have developed, design a method and data collection procedure for assessing the implementation of one of the major activities.