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Nota di contenuto	Performance Evaluation: Proven Approaches for Improving Program and Organizational Performance; Contents; Acknowledgments; Preface; The Author; Part One: Introduction to Evaluation; One: Foundations of Evaluation; A Brief Overview of Evaluation History; Evaluation: Purpose and Definition; Performance Improvement: A Conceptual Framework; Making Evaluation Happen: Ensuring Stakeholders' Buy-In; The Evaluator: A Job or a Role?; The Relationship to Other Investigative Processes; When Does Evaluation Occur?; General Evaluation Orientations; Challenges That Evaluators Face; Ensuring Commitment Benefits of EvaluationBasic Definitions; Key Points; Reflection Questions; Two: Principles of Performance-Based Evaluation; Principle 1: Evaluation Is Based on Asking the Right Questions; Principle 2: Evaluation of Process Is a Function of Obtained Results; Principle 3: Goals and Objectives of Organizations Should Be Based on Valid Needs; Principle 4: Derive Valid Needs Using a Top-Down Approach; Principle 5: Every Organization Should Aim for the Best That Society Can Attain; Principle 6: The Set of Evaluation Questions Drives the Evaluation Study; Key Points; Reflection Questions

Part Two: Models of Evaluation
Three: Overview of Existing Evaluation Models; Overview of Classic Evaluation Models; Objective-Based Evaluation: Tyler (1949); Consumer-Oriented Evaluation: Scriven (1967); Discrepancy Model of Evaluation: Provus (1971); Goal-Free Evaluation: Scriven (1974); Responsive/Client-Centered Evaluation: Stake (1975); Utilization-Focused Evaluation: Patton (1997); Selected Evaluation Models; Selecting a Model; Conceptualizing a Useful Evaluation That Fits the Situation; Key Points; Reflection Questions;
Four: Kirkpatrick's Four Levels of Evaluation; Kirkpatrick's Levels
Level 1 Evaluation: Reactions
Level 2 Evaluation: Learning; Level 3 Evaluation: Behavior; Level 4 Evaluation: Results; Comments on the Model; Strengths and Limitations; Application Example: Wagner (1995); Methodology; Findings; Issues; Key Points; Reflection Questions; Five: Phillips's Return-On-Investment Methodology; Phillips's ROI Process; Collecting Postprogram Data; Isolating the Effects of Training; Converting Data to Monetary Values; Tabulating the Costs of the Program; Calculating the Return on Investment of the Program; Identifying the Intangible Benefits of the Program
Comments on the Model
Strengths and Limitations; Application Example: Blake (1999); Methodology; Findings; Key Points; Reflection Questions; Six: Brinkerhoff's Success Case Method; The SCM Process; Strengths and Weaknesses; Application Example: Brinkerhoff (2005); Methodology; Findings; Key Points; Reflection Questions; Seven: The Impact Evaluation Process; The Elements of the Process; Step 1: Identifying Stakeholders and Expectations; Step 2: Determining Key Decisions and Objectives; Step 3: Deriving Measurable Indicators; Step 4: Identifying Data Sources
Step 5: Selecting Data Collection Methods

Sommario/riassunto

Performance Evaluation is a hands-on text for practitioners, researchers, educators, and students in how to use scientifically-based evaluations that are both rigorous and flexible. Author Ingrid Guerra-Lopez, an internationally-known evaluation expert, introduces the foundations of evaluation and presents the most applicable models for the performance improvement field. Her book offers a wide variety of tools and techniques that have proven successful and is organized to illustrate evaluation in the context of continual performance improvement.
