

Program Evaluation & Design

Join us on meta.wikimedia.org by
searching “Programs”





WHY?



WHY program evaluation?

1. Volunteers, chapter staff: You want to know if your program works
2. Chapters: You want to chose a program that aligns best with your mission
3. Program leaders: You want to improve your program over time
4. Funders: You want to know if your money is being spent on things that have impact

What is a program?

- Edit-a-thons/Workshops
- GLAM content donations
- Wikipedia Education Program
- Contests
- Wiki Loves Monuments
 - Wiki Takes, WikiExpeditions....



.....and other things the **community** does to **encourage participation** in the **movement** surrounding our **mission of free knowledge dissemination**.

Program Evaluation & Design



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Budapest Workshop



Event page: https://meta.wikimedia.org/wiki/Programs:Events/June_2013_Workshop

Budapest Workshop

Participants would...

- Gain shared understanding about program evaluation
- Develop a shared language about program evaluation
- Build capacity for self evaluation
- Build a community around evaluation
- Have fun...network...drink beer and eat goulash!



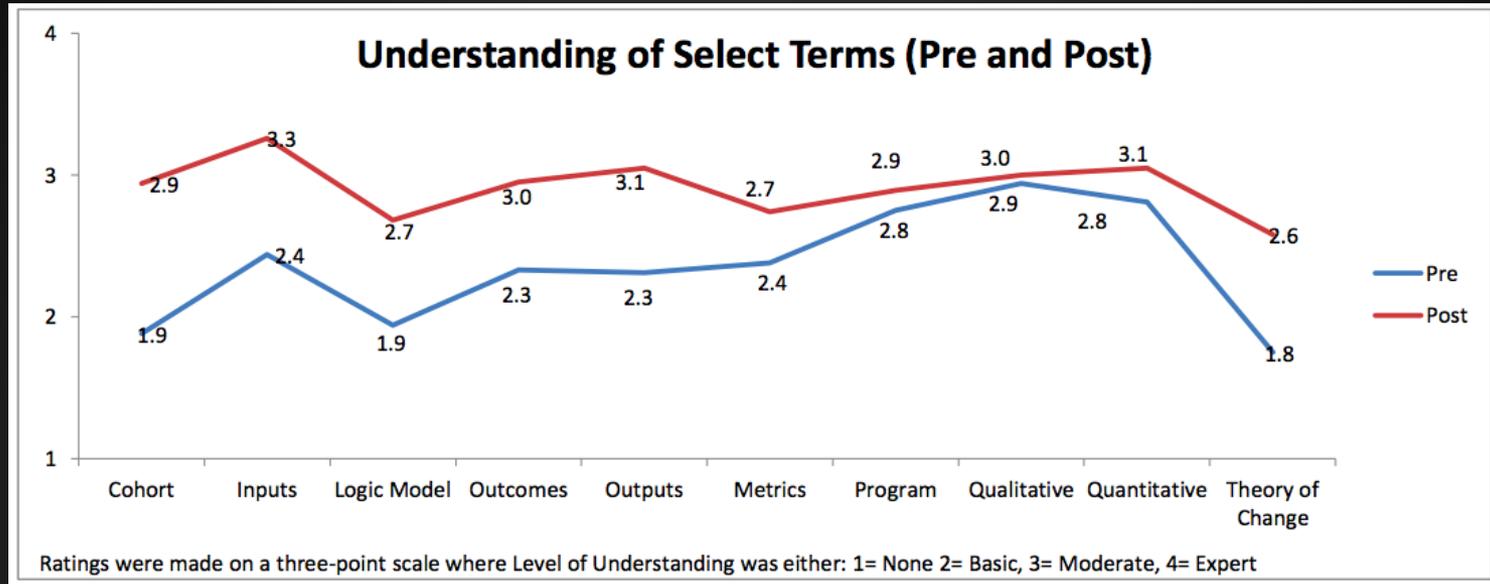
Budapest Workshop

Two days of workshop presentations, activities, and break-out groups.

- Basics of Evaluation
- Program Theory/Theory of Change and Logic Modeling as a tool for program mapping
- Lightning Talk rounds for sharing experiences
- Break-out Logic Modeling and Prioritization Sessions
- Anasuya's responsive Grantmaking Q & A sessions
- Group meals and networking time



Budapest Workshop



Participants did a pre and post survey.

- By the end of the workshop the majority left with an “applied” or “expert” understanding of most key terms vs. to “no” or only “basic” at the start (see figure)
- Participants indicated high levels of understanding of six key workshop learning concepts
- Read the [report](#) & Read the [blog](#)

Budapest Workshop



Next Steps and Upcoming Deliverables (Aug-Oct 2013)

Advancing toward October Reporting:

- *Return on Investment (ROI) Analysis Pilot*
- *1st round of reporting by pilot group*
- *Evaluation Capability Status Survey*
(AKA Evaluability Study or Needs Assessment)
 - Program Documentation
 - Program Goals and Objectives
 - Tracking and Monitoring
 - Overall Evaluation Capacity



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