

Discussion Guide for Program Evaluators

- Tell me about yourself.
 - Educational background, career path
 - The organization you work for
 - Your knowledge of healthy marriage and relationship programming previous to this project
- Tell me how you became the evaluator of this program.
 - If internal, how assigned; if external, the competition process
 - Why interested in evaluating this program
- Tell me about the program.
 - How the program works (who the target audience is, what its structure is, how marriage education is delivered)
 - The problem the program is addressing, overarching goals, and the targeted participant outcomes
- Tell me about developing the evaluation plan
 - Whose input you sought (program staff, community leaders, other stakeholders, the target audience)
 - What questions the program wanted answered and how evaluation questions ultimately selected
 - How you developed an adequate evaluation within financial constraints
 - The evaluation plan developed (how you are answering your questions), use of a logic model
 - Methodology
 - Measured developed/used, how adapted to target population
 - Data collection instruments developed/used, how adapted to target population, who collects data and how
 - Use of consent forms; collection of individual-level data and protection of confidentiality
 - Use of comparison or control group and how created/identified

- How evaluating healthy marriage programming was different from previous program evaluations
- Any aspects of the evaluation that take into account cultural considerations specific to the Hispanic population
- What you were not able to do with the evaluation but would have liked to
- Tell me how the evaluation is going so far.
 - Stage in the process, changes made if any, problems that arose and how addressed
 - What initial findings suggest
 - Communication with the program – how often, what is discussed, aspects of most interest to staff
 - How interim findings are used by program staff
- Tell me about a successful evaluation.
 - Best practices
 - Level of client involvement
 - Use of interim findings
- Anything else you'd like to tell me or think I should know

Wave 2 Questions

- Tell me about the status of the evaluation
 - Current stage
 - Changes to research questions, methodology, measures, data collection tools, data analysis
 - Successes and challenges; extent to which evaluation implemented as planned and adaptations made
- Tell me about findings to date
 - Outputs
 - Immediate outcomes
 - Use of findings by program
 - What you may have done differently

- Dissemination plans
 - How you would like to see the evaluation used
 - Your goals for involvement with healthy marriage
- Tell me what suggestions you would have for another evaluator of a new healthy marriage program.