



The ABCs of Evaluation: Timeless Techniques for Program and Project Managers (Research Methods for the Social Sciences)

John Boulmetis, Phyllis Dutwin

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Thoroughly revised and updated, the third edition of bestselling *The ABCs of Evaluation* offers an introduction to program evaluation. This comprehensive textbook covers topics such as stakeholder relationships, program design, data collection and analysis, reporting results, and other important steps in the evaluation process. *The ABCs of Evaluation* shows how to select participants for the evaluation and how to deal with multiple goals and objectives—including those of the organization, the staff, and the client. The authors illustrate the circumstances under which each evaluation model can be used, and offer tips on identifying data sources and collecting the data. This revision includes substantially increased coverage of theory, methodological approaches, the business of evaluation, the evaluator's role and responsibilities, RFPs and the grants process, logic models, data analysis, and writing the evaluation report. Also included are new cases and scenarios from various evaluation realms in social sciences, education, health, and human services. Throughout the book, charts, graphs, models, and lists help organize, extend, and facilitate the understanding of each evaluation concept.

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