

tools of the trade

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Process of Program Evaluation

The Process of Program Evaluation. John Van Maanen. Los Angeles, California: The Grantsmanship Center, 1979. 49 pp. \$2.45. Available from the Grantsmanship Center, 1031 South Grand Avenue, Los Angeles, California.

Locating a good, succinct overview of the program evaluation process with the vast volume of specialized literature is difficult. Although this article is rooted in tradition with a focus on goals and formal measurement, it (1) gives a concise overview of the evaluation process, (2) points out the process has to mesh with program reality, (3) is both clear and practical, and (4) is written to the person who manages a program. In that regard, Extension administrators, agents, or specialists who view themselves as coordinating and managing as well as instructing will find this material useful.

This material emphasizes the importance of zeroing in on real questions when planning the evaluation, takes into consideration the difficulty of specifying goals and that programs will shift, and focuses on the use of evaluation. The values that can be achieved through experimental design as well as other alternative procedures are well-discussed.

Van Maanen provides an excellent summary for someone developing or reviewing the basic process of program evaluation as it fits in real program situations.

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