

2010 Joint World Conference on Social Work and Social Development: The Agenda
Pre- and Post- Conference Skills Training Workshop –

Workshop on Programme Evaluation

Time: 9:30 – 12:30
Date: 9 June, 2010 (Wednesday)
Fee: US\$50 / HK\$400
Venue: Duke of Windsor Social Service Building, 15 Hennessy Road, Hong Kong
Trainer: Prof David Thomas

Abstract for workshop

1) Overview

Programme evaluations are commonly used to assess how well services or programmes are being delivered and whether they lead to improvements in client outcomes. In practice, evaluation research is a complex process and often evaluation findings are less conclusive than anticipated. The purpose of this workshop is to provide an overview of the common approaches to evaluation, illustrate the complexities of evaluation research using case studies and discuss what evaluations might realistically achieve when assessing the effectiveness of human services and programmes.

The format for the workshop will consist of a powerpoint presentation and discussions with participants. Participants will be provided with a workshop booklet that will include the powerpoint slides and references to the main topics covered.

2) Outline

- The first part workshop will provide an overview of the evaluation of human services, outline three main types of evaluation (formative, process, outcome) and briefly note the multiple theories of evaluation.
- The second part of the workshop will illustrate technical features of evaluations using three case studies. The technical features will include conceptualisation and the use of logic models, the political context of evaluation, identifying the programme or service, qualitative and quantitative data collection and analysis, development of outcome indicators, changes in programme and service delivery, and communicating evaluation findings.
- The third part of the workshop will look at criteria for selecting evaluation research designs including the quality of evidence expected, the contribution of the evaluation findings to programme development and the relative cost of evaluation designs.

About the Trainer

David Thomas (BA, MA, PhD, FNZPsS) is Emeritus Professor in Social and Community Health at the University of Auckland. He has 30 years experience in teaching evaluation and carrying out evaluation research projects and is currently a research and evaluation consultant. In recent years, he has been involved in running research methods workshops at several universities in New Zealand. He taught research methods and evaluation courses in the School of Population Health at the University of Auckland until 2008. His areas of specialisation include evaluation research, questionnaire development, survey research, qualitative research and analysis, proposal writing and management of research projects. His publications include 65 journal articles and book chapters published in United States, British, Australian and New Zealand academic publications and two books.