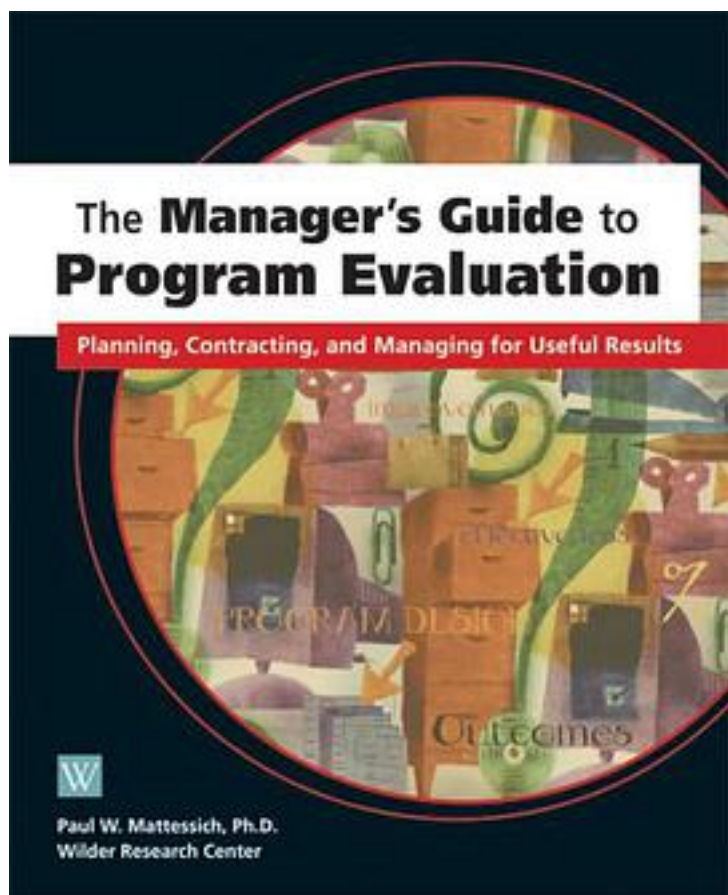


Managers Guide to Program Evaluation



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Evaluation is vital and beneficial to any nonprofit organization. An effective evaluation can help identify an organization's successes, share information with key audiences, and improve services. It can confirm that an organization is truly making a difference. Who this book is for: Organization managers and decision makers; Policymakers; Funders; Researchers; Students studying applied social service research. Benefits you'll get: Describes what types of information to collect and what questions this information can answer; Details the four phases of evaluation and the steps involved in each phase; Information on various types of research consultants and advice selecting one.

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