



# A Practical Guide to Program Evaluation Planning: Theory and Case Examples

*Debra J. Holden, PhD, Marc A. Zimmerman*

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**A Practical Guide to Program Evaluation Planning: Theory and Case Examples** provides a step-by-step process to guide evaluators in planning a comprehensive, yet feasible, program evaluation—from start to design—within any context. No book currently on the market delineate the required steps for preparing to conduct an evaluation. The co-editors of this text developed a model to guide the complex process of planning for program evaluations in a variety of settings. This model, entitled Evaluation Planning Incorporating Context (EPIC), builds on previous work by providing a practical, applied step-by-step process for planning a program evaluation in any setting. Contributing authors then use the EPIC model to describe an evaluation process that they followed in a variety of settings. The EPIC model and the case examples presented in this book provide evaluators with the conceptual tools and a framework for thinking about the pre-evaluation tasks that may be necessary for a successful, useful, and informative evaluation.


## Key Features

- Present new evaluation planning model that provides a step-by step process for how to plan for a program evaluation in any context
- Introduces students to the issues in planning for an evaluation within selected contexts using case studies
- Focuses on planning prior to design by providing practical guidance to plan an evaluation from the start, before a design can or has been determined

## Intended Audience

This is a vital supplemental text for evaluation courses.

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