Abstrak

This text offers a conceptual, as well as practical, introduction to program evaluation and performance measurement for public and non-profit organizations. It covers topics in a detailed fashion, making it a useful guide for practitioners who are constructing and implementing performance measurement systems, as well as for students. Authors James C. McDavid and Laura R. L. Hawthorn guide readers through conducting quantitative and qualitative program evaluations and needs assessments, as well as constructing and implementing performance measurement systems.

Key Features:
- Highlights the importance of sound professional judgment throughout the book and the final chapter offers ways that evaluation professionals can develop their professional judgment
- Integrates performance measurement into evaluation practice to demonstrate how these skills are important foundations for performance measurement and essential for building program evaluation expertise
- Discusses the realities of organizational politics and balances the importance of good evaluation methods with the resource and organizational constraints that almost always affect the choices evaluators make as they do their work
- Provides reader friendly checklists to underscore key points

Program Evaluation and Performance Measurement is designed for advanced undergraduate and graduate courses in program evaluation, performance measurement, and performance management. The book does not assume a thorough understanding of research methods and design, making it an ideal text for students in Public Administration and Management, Social Work, the health professions, and other disciplines where research methods are not a central focus.

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