

THE ROLE OF EVALUATION IN ELECTION ADMINISTRATION

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WHAT IS EVALUATION?

Effective evaluation is not an "event" that occurs at the end of a project, but is an ongoing process which helps decision makers better understand the project; how it is impacting participants, partner agencies and the community; and how it is being influenced/impacted by both internal and external factors.

W.K. Kellogg Foundation Evaluation Handbook, p. 3

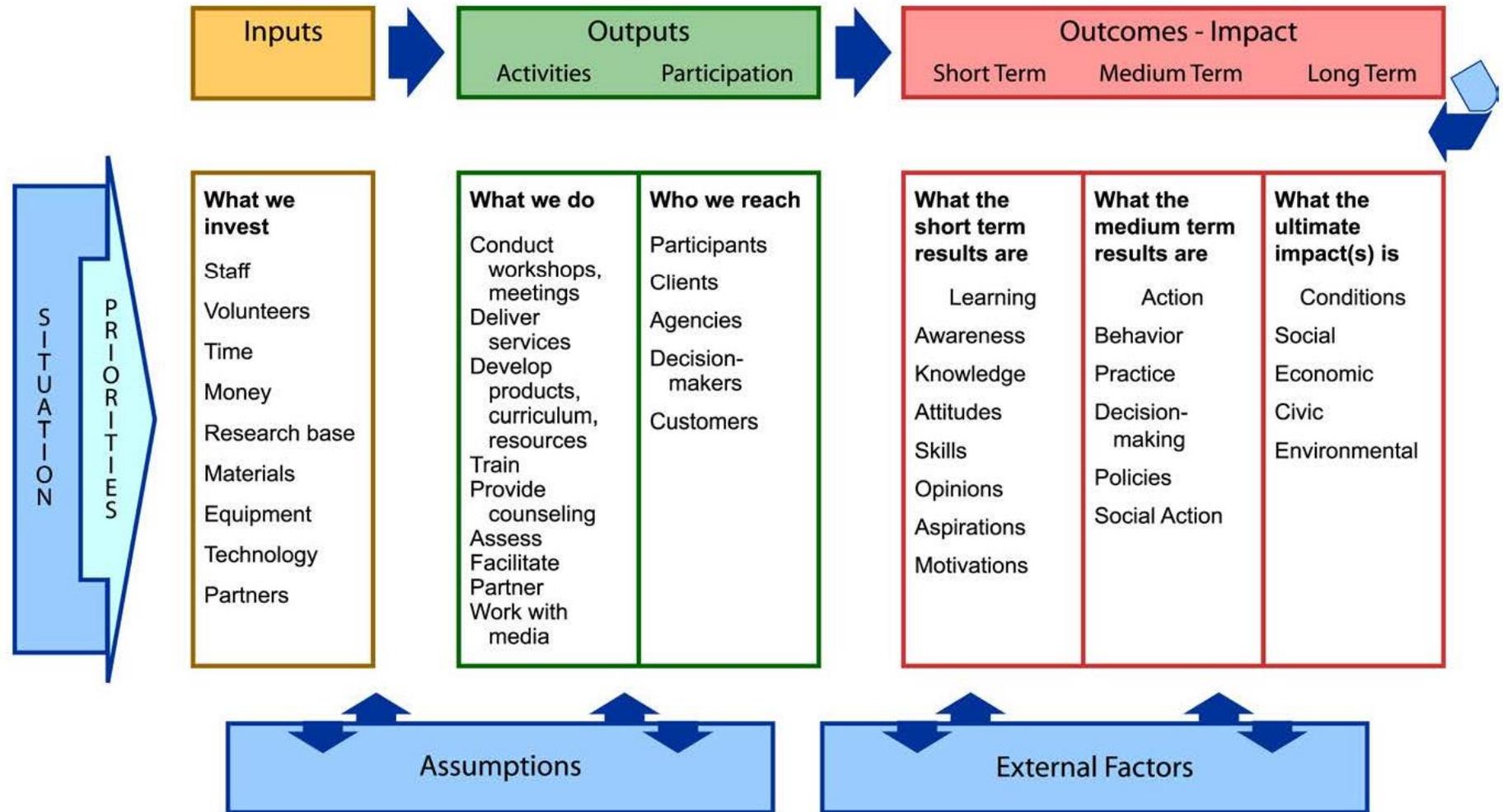


WHY PARTICIPATE IN EVALUATION?

- Establish model programs & best practices
- Good management
- Quality & performance improvement
- Program impact & effectiveness
- Improve implementation
- Manage resources
- Document accomplishments
- Justify funding
- Support increased funding
- Satisfy ethical responsibility
 - (Short, Hennessy & Campbell, 1996)
- Document activities
- Contribute to body of knowledge

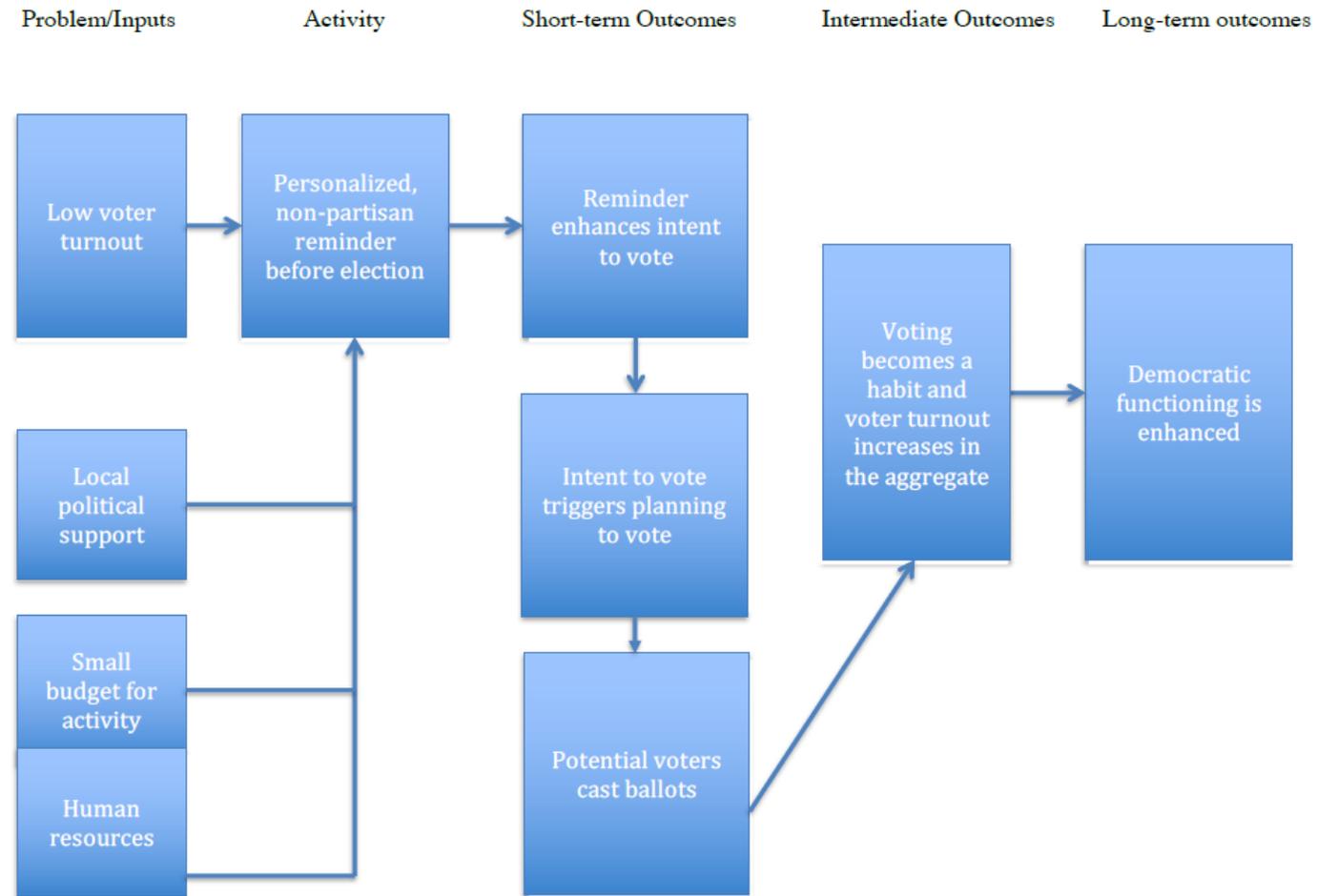


LOGIC MODEL



LOGIC MODEL

Theory of Change to Increase Democratic Functioning through Voting



Source: Hale and Brown (2014)



TYPES OF EVALUATION

- **Formative/Planning Evaluation**
 - Examines the developmental issues prior to setup
- **Process/Implementation Evaluation**
 - Determines whether program activities have been implemented as intended
- **Outcome/Effectiveness Evaluation**
 - Measures program effects by assessing the progress in the outcomes or outcome objectives that the program is to achieve
- **Impact Evaluation**
 - Assesses program effectiveness in achieving its ultimate goals



TYPES OF EVALUATION

Formative/Planning Evaluation

- When to use
 - Development, modification, new setting, or new population
- What it shows
 - Need, understanding, & acceptability
- Why it's useful
 - Modifications & success maximization



TYPES OF EVALUATION

Process/Implementation Evaluation

- When to use
 - At the beginning and throughout implementation
- What it shows
 - Implemented as designed, accessibility, & acceptability
- Why it's useful
 - Early warnings & monitoring



TYPES OF EVALUATION

Outcome/Effectiveness Evaluation

- When to use
 - Once contact has been made with population
- What it shows
 - Effectiveness
- Why it's useful
 - Progress toward meeting objectives



TYPES OF EVALUATION

Impact Evaluation

- When to use
 - During & at the end of a program
- What it shows
 - The degree to which the program is meeting it's goal
- Why it's useful
 - Policy making decisions



WHICH APPROACH IS “RIGHT?”

- Utility
 - Who needs the information?
- Feasibility
 - What resources are available?
- Propriety
 - Who need to be involved?
- Accuracy
 - What design will produce accurate information?



THANK YOU

CONTACT

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