

# TYPES OF EVALUATIONS

Evaluations that are incorporated as an integral part of ongoing program operations provide optimum benefits to managers, staff, and participants. Conducting an outcome evaluation will allow course owners/managers the opportunity to evaluate a program's success in attaining its expectations for students. Because there are various purposes for evaluating a program, there are different types of evaluation methods. There are different types of evaluation for training programs. In this issue, we will focus on the Formative Evaluation.

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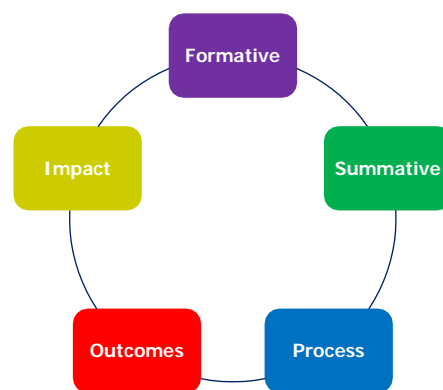
## PHD EDUCATION TIPS & TRICKS

### FORMATIVE EVALUATION

Formative evaluation, also known as evaluability assessment, evaluates a training program during its development stage in order to make modifications early on to help improve the program. It also identifies areas of improvement and can give insights on what the programs' priorities should be. A Formative evaluation is usually conducted when a new training program is being first developed or when an existing program is being modified. The purpose of this type of evaluation is to ensure a program and/or its activities meets the needs of the intended audience before it is fully implemented. This helps course owners/managers determine their areas of concern and focus, and increases awareness of your program among the target population prior to launch. Formative evaluations help catch flaws or gaps early on so that the proper modifications can be made to allow the learners to successfully acquire the intended skills and knowledge. Findings from a formative evaluation provide curriculum designers and developers with information about how best to revise and modify the program or activities to obtain the desired results.

Some questions to ask with formative evaluation include:

- Is there a need for the program?
- What can be implemented to improve it?



We hope you have enjoyed some of the things we have learned!

We will continue to explore and research successful tools for training, educating and learning. Stay tuned for the next issue as we explore the SUMMATIVE Evaluation

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