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DEFENSIBLE PURPOSES FOR CONDUCTING AN EVALUATION

A defensible purpose is:

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|---------------------------|---|
| Clear | <ul style="list-style-type: none">• The purpose is understood by key audiences. |
| Accessible | <ul style="list-style-type: none">• The evaluation purpose has been documented and disseminated to those who might be affected by the evaluation or have a right to know about it. |
| Useful | <ul style="list-style-type: none">• The commitment to use the evaluation information is real and the action to be taken is anticipated. |
| Relevant | <ul style="list-style-type: none">• The information will serve the program being evaluated. |
| Humane
believe | <ul style="list-style-type: none">• Given the political and fiscal support, it is realistic to

that the evaluation can be successfully implemented without harming the people involved in the program or affected by it. |
| Compatible | <ul style="list-style-type: none">• The evaluation appears to be congruent with the principal goals of the program, its staff, the larger institutional setting, and the target audience. |
| Worthwhile | <ul style="list-style-type: none">• The potential benefits of the evaluation justify its likely costs. |

Source:

Brinkerhoff, Robert O. 1983 Program Evaluation. Boston: Kluwer-Nijhoff Publishing.