Program Evaluation Plan Part 1: The Clinical Program

[Author First Name MI. Last Name]

[COURSE NUMBER & NAME]

[Date]

Capella University

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This is your paper’s introduction (one paragraph). An effective introduction prepares the reader by identifying the purpose of the paper and providing the organization of the paper. Note, however, that this paragraph does not have a heading; its position at the beginning of the body of the paper indicates that it is the introduction. Instead, include the title of your paper centered at the top of the page, not bolded. In the body of your paper, indent the first line of each paragraph. Double space throughout (with no extra spaces between paragraphs) and use 12-point Times New Roman. For the purposes of this assignment, simply replace this text with a brief paragraph in your own words stating what this paper will cover, thus cuing the reader as to what will follow.

**[Name of Your Hypothetical Program]**

Within the brackets immediately above, provide the hypothetical name of the clinical mental health counseling program you will be evaluating. In this paragraph, briefly describe the program for which you are planning an evaluation. Include its vision and mission, the population it serves, the clinical interventions it offers in order to serve the population. Identify its short and long-term goals—both goals for the program and goals for the clients who are served. Identify the stakeholders for the program and how the results of your program evaluation will serve their interests. This section will include several paragraphs and should be about one page in length.

**Literature Review**

Present a review of published literature that establishes the theoretical base for the counseling services that are provided in the program that you are planning to evaluate. Additionally, present a review of published literature that establishes the evidence-based therapeutic practices for serving the types of clients served by the program with the interventions that the program offers. In doing so, you will establish the research base for your program evaluation by reviewing published evaluations and critiquing how research and program evaluation efforts inform current practices in similar programs. This section should be about two pages long.

If no literature can be found that provides evidence of efficacy for the type of intervention offered by your program for the clients it serves, present the literature that supports the intervention with similar populations—or for similar programs that have been supported for use with the population served by the program.

**Program Evaluation Model Selected**

In this paragraph, state the model of program evaluation you have selected for the design of the program evaluation proposal. Describe the model briefly. Then offer your rationale for why and how you determined that this would be the most appropriate model of program evaluation for your planned evaluation. Incorporate feedback obtained from peers and your professor in course discussions to refine this section. This section should be approximately one page in length.

**Needs Assessment**

Present your plan for assessing the needs of the clients served by the program. Provide step-by-step detail for how you would do so. Identify the questions that you will be seeking to answer in your needs assessment plan.

Additionally, describe how you will determine that both the *process* of how you conduct the needs assessment and the *content* of the instruments (questionnaires, surveys, inspection of records, and so forth) are sensitive to the needs of diverse individuals. Describe the steps you will take in order to ensure that information obtained is a complete and accurate representation of the needs of the clients to be served. You may also which to assess some aspect of the needs of other key groups as part of your plan. This section will be approximately two pages.

**Ethical and Evaluation Standards**

This section of your paper will specifically review the ACA 2014 ethical standards that apply to your planned program evaluation standards and discuss how your evaluation plan will be conducted accordingly. You may also wish to identify other applicable evaluation standards and discuss how and why they are important for your evaluation. This section will be approximately one page in length.

References

(Include the sources that you cited, using hanging indentation. The reference below provides example citations for an article and for a book. Consult your APA manual for proper examples on citing and referencing APA style. The Capella Writing Center also has helpful tutorials.)

Author, A. A., Author, B. B., & Author, C. C. (year). Title of article. *Title of Periodical, volume #* (issue #), xx–xx.

Royse, D., Thyer, B. A., & Padgett, D. K. (2010). *Program evaluation: An introduction* (5th ed.). Belmont, CA: Wadsworth/Cengage Learning.