

Evaluation Characteristic

Purposeful and systematic

Evaluation requires careful planning and a methodical process to generate high quality, trustworthy findings.

Evaluation Characteristic

Grounded in empirical data and evidence

Evaluation requires us to gather and analyze data in order to reach conclusions. This distinguishes evaluation findings from personal opinions or preferences.

Evaluation Characteristic

Focused and selective

Evaluation focuses on carefully selected programs/services, rather than attempting to evaluate everything the library offers. This allows us to investigate the selected programs/services in greater depth.

Evaluation Characteristic

Time-bound

Evaluation studies have a clear beginning and end point. This distinguishes evaluation from monitoring, which involves gathering and analyzing data on a continual basis.

Evaluation Characteristic

Feasible and informative

Effective evaluation studies are designed to align with available resources, time, and expertise. In addition, they are designed to produce findings that inform real-world actions.

Evaluation Characteristic

Tailored to specific programs/services

Evaluation studies are designed to address a specific library program or service. We can build on what we've learned from prior evaluations, but there is no recipe or formula that can be applied uniformly to all programs/services.