

3. EVALUABILITY PROFILE

The evaluability profile on the next page (Table 1) presents an assessment of various factors related to the Public Affairs: Abroad program component. There are five groupings of factors, namely; objectives, nature of the process, operational outputs of the process, effects of the process, and availability of data.

Three descriptors accompany each factor, arranged to reflect (left to right) the degree of difficulty of carrying out a full effectiveness evaluation. The circled descriptors express the collective judgement of the evaluation team, and the set of circled descriptors for all factors, gives a profile for evaluability. Sometimes, because of the range of activities, more than one descriptor will be circled; each applies to a different set of subprograms.

If all the circled descriptors are in the first column, then the implication is that the program is (or can be) sufficiently well-defined and enough information is available (or can be collected) to carry out a full effectiveness evaluation. In fact, one might still carry out such an evaluation if the profile has some factors in the second column. However, if there are certain circled descriptors in the third column, one may be constrained to a process or a conceptual evaluation, at least until such time as some necessary "front-end" work has been undertaken.

Similarly, if some descriptors are circled in the second, or third columns, but certain essential ones are in the first column (eg. process and outputs) one may carry out a process evaluation.

However, if all the circled descriptors lie in the third column, one is likely to be restricted to a conceptual evaluation. In many cases this conceptual evaluation might give rise to recommendations pertaining to objectives clarification or performance measurement systems (for instance) which would facilitate "higher order" evaluations later.

The basic assumption is that a conceptual evaluation is possible for any program component. The evaluation team used the evaluability profile to assess whether it is also feasible to carry out either a process evaluation or an effectiveness evaluation.