Task 5

Megan E. Gallo

Old Dominion University

**Stakeholders**

The YMCA attracts many different people including a variety of different races, ages, genders, and even ethnicities. The YMCA’s mission is to build healthy spirit, mind, and body for all. Also, not only does the YMCA service the local community but it also provides many job opportunities because of the vast amounts of programs they offer such as daycare services, group exercise classes, swim lessons, and even health and wellness classes. When I think of the word stakeholders, I immediately think of the audience or the ones you are servicing, so this does directly include those employed at your company. A stakeholder is defined as “people who are personally involved with the program, derive income from it, sponsor it, or are clients or potential recipients of the program’s services” (Posavac, 2011). In any evaluation, there could be an endless number of stakeholders, but it is very important that you narrow down your number to who is directly affected and who will positively impact your evaluation. The stakeholders that would play a role in my evaluation would be the Y-Change family program coach, the YMCA Greenbrier Health and Wellness Coordinator, the families involved in the program, and the past clients who have been through this program. The program coach is one of the most important people for me to evaluate because I feel as though they would help me learn the most about the program, what its exact intentions are, and how successful she feels it has actually been. The current families involved are important stakeholders because they are currently going through the program, so they can give accurate data about how they think the program is working. Lastly, the previous clients are important because they can give data on how well they were able to keep using the skills they learned in the program in their daily lives.

**Type of Evaluation**

 The type of evaluation that I will be using for my observation is a summative evaluation. Summative evaluation “can help decide whether a program should be started, continued, or chosen from two or more alternatives” (Posavac, 2011). Summative evaluations can also be divided into different sections, for mine I will be using outcome and impact evaluations. Outcome evaluations “investigate whether the program or technology caused demonstrable effects on specifically defined target outcomes” (Posavac,2011). Impact evaluations “are broader and assesses the overall or net effects- intended or unintended- of the program or technology as a whole. (Posavac,2011). I will be using summative evaluations because it focuses on the outcome of the program. Health and wellness programs take time to work especially if weight loss is a goal, therefore summative evaluation would make the most sense because it would be after the program is completed.

**Evaluation Question**

 My evaluation question is how do the services provided at the Y-Change program prepare people for a healthy lifestyle. The main point behind my evaluation question is to see how well the program worked, to see if the people enrolled actually received the results they were striving for, and if the previous clients continue to use the knowledge they received. I would like my research question to show how well this program is working and to see what needs to be improved. I feel that through this question, I can find out how well clients feel prepared based on the services they receive.

**Collection Methods**

In order to start off my collection methods I will first be using a checklist. A checklist is a great way to keep track of certain things that go on throughout the program without having to take extensive notes. Checklists also help to make quick judgements so you can refer back to them in interviews or other forms of collection you use. Also, as a part of my evaluation I will be using two different surveys. I will be using an adult survey with questions about the program and the services it provides. This will be set up similar to the formatting of the Likert Scale, so it is quick and easy for current and past clients to fill out. Since the YMCA is a family friendly organization, I will also need a survey based towards children. I will most likely format this survey with simpler questions and possibly use feeling pictures to help the children relay how they feel/felt about the program. Lastly, I will be using an interview as a collection method, where I will be interviewing the Y-Change coach. Through this interview I would like to gain information on how well she feels this program is doing and what she thinks the program needs to improve on to better help the clients.

**Research Method**

 The research method that I would be using for my evaluation would be qualitative. Qualitative evaluation “refers to procedures that yield nonnumerical information that helps evaluators to understand the program and the participants’ relation to the program. To develop this understanding, it helps to learn how participants found the program, what they gained from it, and how they expect to use what they gained in the future.” (Posavac, 2011). I feel that research methods that do not involve numbers will be best for my program because it is a health and wellness program. More than half of the class is learning about food groups, healthy and unhealthy foods, exercise, as well as time management. Also, in a health and wellness program some numbers will be taken down such as height and weight, but that could make clients feel uncomfortable having to share that information with anyone other than the Y-Change coach. I feel that it would be most beneficial to really learn about the client’s personal experiences with the program and if they continued to use what they learned about completing the program.

**References**

About the Y. (2017). Retrieved October 24, 2017, from https://www.ymcashr.org/about-y

Posavac, E. J. (2011). *Program evaluation: methods and case studies* (8th ed.). New York: Routledge.