

CLIENT-CENTRED EVALUATION

Examines client experiences with a program

Looks at how clients initially become aware of a program. What attracts them to it . What challenges their access to it. Once participating, it looks at how clients use specific services. Both initially and over the long-term. Their contacts with staff. The benefits they receive.



AWARENESS

- How are we promoting the program (channels/messaging/materials/target audiences)?
- How are clients hearing about the program?
- What prompts clients to contact us? What prompts others to refer clients to us?
- Do clients tell others about us (family/friends, service providers, other clients)?
- What more could we do to promote awareness of our services?

POSSIBLE EVALUATION QUESTIONS



ACCESS

- How/which clients are contacting the program?
- How easy do they feel it is to contact us?
- What makes it easier/more difficult for clients to contact us (e.g., time, Internet/phone access, urgency of need, available privacy, etc.)?
- What more could we do to make it easier to contact us about our services?



NEEDS

- What help were clients looking for when they contacted us?
- What client needs are more or less straightforward to help with? (Are some types of needs not possible for us to meet?)
- Do some types of clients seem to have certain needs more than others? (If yes, which ones?)
- What more could we do to improve the particular needs we offer to help with and how?

DELIVERY OF SERVICES

- Which services do our clients receive most often? Least often? Why is this? (What factors influence the services we provide?)
- Are there any services that are "gaps" e.g., needed by clients but not offered (yet)?
- Which are our most successful services? Why is this (e.g., responsive, able to help, low cost)?
- How satisfied are clients with our services?
- What more could we do to help clients? How could we improve our services?



OUTCOMES

- Are our clients experiencing the outcomes expected? (Why or why not?)
- Do they also experience other outcomes? (Which ones?)
- To what extent are these outcomes a result of our services?
- What more could we do to enhance our outcomes?