

**Title:** Evaluation of Programs & Services and In-House Agency Services  
**Date of Current Version:** January 2019  
**Replaces Version:** April 2012

### **Background**

Ongoing evaluation is a necessary and useful process for determining the extent to which The Center's goals and mission are being met. Evaluations are intended to assess the extent to which a specific program, service, or instructor is successfully contributing to the goals and mission of The Center. Regular and systematic evaluation will enable The Center to:

- Respond to changing needs
- Maintain accountability to funding sources and the community
- Demonstrate ongoing success in meeting the needs of area residents 50 years of age and older
- Document participant outcomes associated with participation in Center-sponsored programs
- Provide evidence of program efficacy
- Avoid repetition of mistakes

### **Evaluation of Programs and Services**

1. Every five (5) years a comprehensive participant and community survey shall be conducted using funding specifically approved and allocated for this purpose in the operating budget.
2. Every five (5) years a comprehensive evaluation of The Center's operation shall be conducted using funding specifically approved and allocated for this purpose in the operating budget. Standards of excellence established by the National Institute of Senior Centers, a unit of the National Council on Aging, may guide the evaluation process.
3. A final report of the five-year survey and operational review findings, including recommendations and any revisions to the strategic plan, shall be prepared by the coordinator and distributed to the Commission, participant advisory groups, the City Manager and City Council of Iowa City, and the Johnson County Board of Supervisors. Additional copies will be available for public viewing at The Center and on The Center's website.
4. Evaluations targeting specific programming areas shall take place throughout the year. These surveys are developed, implemented, analyzed, and reported on by professional staff members, sometimes in cooperation with a volunteer participant leadership group. A report of the findings shall be prepared by the survey administrator and given to the coordinator.
5. Informal evaluation techniques may supplement formal evaluation methods. Staff may solicit feedback from Program Guide articles, one-on-one conversations, notes in the suggestion box, correspondence, classroom conversations, participant forums, observation, and similar methods.
6. A comprehensive review of database information shall take place as needed, but no less than annually.

### **Evaluation of In-House Agency Services Policy**

1. Each agency or organization using space at The Center shall cooperate in the collection of data by providing monthly participation counts and an annual report of the services provided at or from this location.
  - a. The Center coordinator shall conduct an annual review of the agency's/organization's goals to determine continuing compatibility with The Center's goals and purposes.
2. An annual evaluation of full-time in-house agencies shall be done by The Center coordinator and Commission and shall include a review of the in-house agency's lease and the following information provided by the agencies' management:
  - a. The annual summary of services provided by the agency at and from this location
  - b. Review of the agency's/organization's goals to determine continuing compatibility with The Center's goals and purposes
  - c. Evaluation of the in-house agency's success in meeting its identified goals
  - d. Participant input relative to programs and operations
  - e. Review of the cost of services

#### **Administration**

1. The coordinator or designee is responsible for the summary, analysis, and dissemination of evaluation outcomes of the five-year surveys.
2. The coordinator or designee shall share findings from targeted and outcome-based evaluations with the Senior Center Commission and participant volunteer leadership committee(s) unless the findings involve an identified instructor. Instructor evaluations are used solely by professional staff to give feedback on the instruction being provided.
3. Annually the Senior Center Commission draws from both formal and informal evaluations and database information to assess the effectiveness and efficiency of The Center in meeting its mission, goals, and objectives.

Approved by the Senior Center Commission on: February 21, 2019