

Your evaluation toolkit: an introductory workshop series on evaluation.

Program overview

Workshop	Content	Case study activity
1 Evaluation foundations	<ul style="list-style-type: none">• what is evaluation and why evaluate?• evaluation v. research• evaluative thinking• types of evaluation (process, formative, outcome, economic)• types of program performance (appropriateness, effectiveness and efficiency)	<i>introduction to case study</i>
2 Program logic models	<ul style="list-style-type: none">• overview of program logic models and theory of change• distinguishing between population and program levels of performance and accountability• program logic models: some real-life case studies	<i>developing a logic model</i>
3 Evaluation planning and design	<ul style="list-style-type: none">• evaluation terms of reference• developing an evaluation plan• data collection methods (quantitative and qualitative)• types of evaluation design and causal inference	<i>developing terms of reference, key evaluation questions and data matrix</i>
4 Conducting an evaluation	<ul style="list-style-type: none">• evaluation governance• project management• stakeholder engagement• evaluation reporting and developing recommendations• ethical considerations	<i>finalising an evaluation plan</i>

Workbook

Each participant will be provided with a workbook for use in the workshop, either on their device or hard copy. The workbook will include space for making notes and completing workshop activities and will include:

- program logic templates
- evaluation plan templates
- evaluation report templates
- a list of additional readings and resources.



[What I liked best about this course was]:

- Having a person with intimate knowledge of the public service to answer questions and give us insight we didn't already know.
- Style of presenting and the ability to delve a bit deeper into some of the complexities around government and the public sector.
- The knowledge of the presenter in the subject area and his ability to use real life working examples to reinforce key principles.



The consultant

Greg Masters, who will design and deliver the program, established Nexus Management Consulting in 1996. Nexus helps organisations in the public and community sectors achieve better results for their communities and clients and specialises in strategic planning, management review, program evaluation, policy development and management training.

Prior to establishing Nexus, Greg had a career in the NSW public sector including executive and management roles in a number of NSW government agencies, including the position of Principal Consultant in the (then) Program Evaluation Unit in the Department of Premier and Cabinet. He established and headed up a planning and evaluation unit in a large NSW Government agency.

Greg has extensive experience in the design and conduct of program evaluations and is able to tailor evaluation designs to individual organisations' needs and budget. His assignments range from large-scale, methodologically rigorous quasi-experimental evaluations to smaller, more pragmatic evaluations and management reviews. He has expertise in the analysis of primary data sources, designing data collections systems, the design, administration and analysis of online surveys, the analysis of quantitative and qualitative data and the facilitation of focus groups and stakeholder consultations.

Greg also has extensive experience in the development of program logic models and monitoring and evaluation plans for a number of NSW Health initiatives including the NSW Health virtual care strategy, the Single Digital Patient Record Program, telehealth services and a large range of newly funded service initiatives.

Over many years, Greg has drawn on his evaluation experience in designing and facilitating workshops on program evaluation planning for NSW Government agencies and the Australian Evaluation Society and he has been contracted by the Institute of Public Administration NSW to design and deliver workshops on program evaluation, incorporating program logic. Since 2000, literally scores of NSW public servants have attended these workshops which have involved hands-on application of program logic training.

Greg is a member of the NSW Committee of the Australian Evaluation Society and has led the design of a buddying (mentoring) program for new emerging and evaluators which is transitioning to a national program in 2026.



Project manager, development of monitoring & evaluation plan

10/10 - An extremely thorough monitoring and evaluation plan was developed by Nexus. There was an extensive consultation process with relevant stakeholder and experts which provided guidance around content. Greg was able to provide clarity to the evaluation plan, and also provided a recommended timeline to support it.

Greg's knowledge and ability to interpret the concept and content provided were invaluable. A number of stakeholders had not been involved in development of an evaluation as thorough as this, so Greg's guidance and direction were pivotal to the end result.